



Green Beans and Safety Dreams


Ergonomics for Millennials

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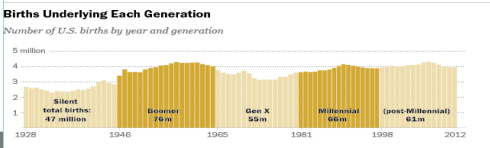



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- **2015** - The “Millennial” generation was projected to surpass the outsized Baby Boom generation as the nation’s largest living generation, according to population projections (U.S. Census Bureau)
- **Millennials** - between ages 18 to 34
 - 2014 Millennial population was 74.8 million
 - 2015 Millennials increased in size to 75.3 million
 - Millennials projected to peak in 2036 at 81.1 million



Births Underlying Each Generation
Number of U.S. births by year and generation



Source: U.S. Dept. of Health and Human Services National Center for Health Statistics
PEW RESEARCH CENTER



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- **Pick a partner...**
 - Choose very wisely





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With your partner, how many you know?

- TMI
- IDK
- TBH
- BRB
- BTW
- BEF
- LOL
- TTYL
- LMAO
- ROTFL
- BYOB
- BYOD
- BM&Y
- IMHO



Millennials Bring:

- Group Work/ Team Work
- Creativity
- Multi-tasking Ability
- Purpose Driven / Civic Minded
- Technology Embedded
 - Born and Raised...



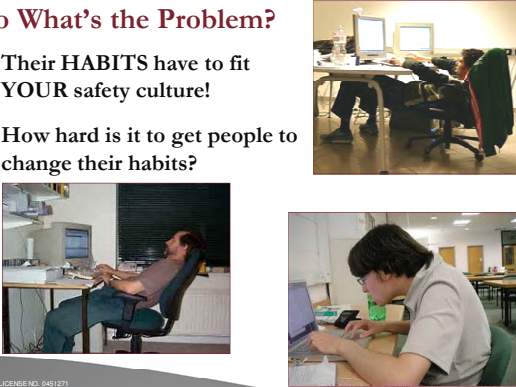
Millennials Bring:

- Their devices
- Their HABITS



So What's the Problem?


- Their **HABITS** have to fit **YOUR** safety culture!
- How hard is it to get people to change their habits?



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Are Habits Easy to Break?

- Green Beans and Ice Cream
- Habit Changing Efforts
 - Training sessions
 - Behavior Based Safety
 - Safety Incentives
 - Bingo
 - Number of Days w/out accident
 - Games
 - Pays to NOT report




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PHOTOGRAPHY

Ergonomics

- Looks at making the job more *“comfortable”* for the worker
- Millennials started **LIFE** with lousy habits and got ‘USED’ to them, they **ARE** comfortable...
...They are not **UN**comfortable
- Are they **SAFE**? ...No
- Are they working in a position or posture that will keep them injury free? Risk factors haven’t changed




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Ergonomics and technology

- Boomers – “ADAPTED” to technology
 - Took prior skills (business typing in HS and applied skills to keyboarding)
 - Sit up straight
 - Touch typing
 - Float hands over keyboard



Fast Forward 30 years...

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Ergonomics

- Millennials – “Grew Up With” technology
 - Learned on their own
 - Slouch and surf
 - Hunt and peck
 - Intense gaming



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But Look at the Technology they missed out on...



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Here's the Problem...




- Most Millennials are walking into the workforce with MSD issues already

Discomfort (Hassle)	Pain	SERIOUS!
Aching	Tingling	Decreased Strength
Pain	Numbness	Loss of Movement
Taking OTC Meds	Trouble Sleeping	Dropping Things, Can't Button Shirt/Open Jars

How to Work SAFETY with Millennials

- This generation is *SPECIAL*...
 - ...Or so they've been told all their life
 - ... All 75 million of them...
- Used to getting immediate feedback
- Constant feedback
- Immediate response to questions/requests
 - Texts, emails...no phone calls
- Everybody gets one



How to Work Safety with Millennials

• Ergonomics

- Because of their 'habits' we need to set up their workstation **IMMEDIATELY**.
 - The longer you take to work with them on setting up workstations, the longer their bad habits solidify into their new work environment.
- What's *correct* is now **NEW** and **AWKWARD** to them
- Include their **HOME** environment as well as work
 - Gaming, tablets, laptops, texting, reading

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How to Work Safety with Millennials

• Ergonomics

- Constant, immediate feedback
 - ANSWER them! Develops trust
 - Calendar your follow up with them (to email or text)
 - Deliver on promises (Equipment, workstation adjustment orders)
- Everybody gets one
 - What you do for one, consider doing for all
 - What you fix at work, fix at home

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How to Work Safety with Millennials

Research from Finland

- Adolescents who are involved in computer game usage greater than 2 hours per day have an increased probability of musculoskeletal disorders
 - Before school device checking
 - Travel to/from school/work
 - At school/work activities
 - Lunch with devices
 - After school/work
 - In bed



- Common Sense Media (2015) found the average time for kids with their media is 9 hours/day

https://www.common SenseMedia.org/blog/teens-teens-and-screens-what-our-new-research-uncovered?utm_source=November+2015+CommonSense-Census&utm_medium=email&utm_campaign=weekly



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How to Work Safety with Millennials

- **Risk Factors** for Injury Haven't Changed
 - Excessive Force
 - Too much repetition
 - Poor posture (any posture held too long is bad posture)
 - Lack of rest
 - Individual stress (feeling tension = muscle contraction)
 - Individual susceptibility (Genetics)

Work may not be *“causing”* the problem... work may be *“exacerbating”* the problem!



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How to Work Safety with Millennials

- **Exposures** Have Changed!
 - Non-work activities
 - Multiple devices (TV, Laptops, tablets, Facebook, games, phone, texting, etc)
 - More TIME interacting with devices
 - Makes Millennials more PRONE to MSDs

Biggest marker for an MSD injury is 'have they had a PRIOR injury'.



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Dilemma



Young people (75 Million) are entering the workforce with pre-existing conditions from bad habits that kick them into injury more quickly



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Ergonomics and Millennials

- **ASK Them:**
 - Frequency
 - How long are you sitting in your day?
 - How long are you interacting with technology?
 - Duration
 - Without moving
 - Work, movie watching, game playing, PEWDIEPIE
 - Intensity
 - Pressure to complete a task (work deadlines)
 - Intensity of Games/pressure to win

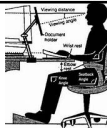




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Ergonomics and Millennials

Focus On:




- Excessive STATIC Postures
 - Get them to move more! (i.e. Apple Watch)
- With Multiple Risk Factors, focus on:
 - Wrists – Separate keyboard and screen. Don't 'hold' device (i.e. Wingo, Cricket, etc)
 - Neck (i.e. become a touch typist... no longer taught)
- Lower Back
 - Inadequate lumbar support/poor postures from bad physical workspace matters! (i.e. quality chairs)
- Early ergonomics evaluations
 - Capture symptoms early

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Ergonomic Assessments

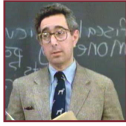

- Add questions
 - What do you do OUTSIDE of work?
- Historically
 - 1992 MSDs:
 - Women, secretarial, 50+ years old, keyboard use
 - Today MSDs:
 - New hires, younger workers
- Important to be PROACTIVE
 - Coming in with pre-existing conditions and bad habits
 - Symptoms hidden (comfort) and far along in acute stage

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Ergonomic Training

- Don't be B-O-R-I-N-G....
 - Understand their world,
 - Know where they come from
- Train them All
 - Every body gets a trophy!!
 - Don't make them put in a claim to get some attention
- Follow Up!
 - More important to Millennials than any other generation. Shows concern and sincerity. Fosters trust.

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Ergonomic Training


Focus on Posture Guidance

- Good posture in NOT intuitive
 - Millennials adapted posture from habits developed at age 2
 - Mobile devices means taking device to bed, couch, dinner table
- Untrain...
 - They have muscle memory from poor posture
 - Showing them new ergonomic ways (*your way*) and equipment won't work
 - Untrain what they feel is *comfortable* (comfort doesn't mean it's correct)
 - Re – teach the 'why' behind risk factors
 - Neutral postures, frequency, intensity
- Follow up and Feedback



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Ergonomic Product Use

- Work with IT
 - What new products are being rolled out
 - Monitors/Laptops from square to landscape???
 - Tablet devices (holders, additional keyboard)
 - Swiping technology
 - Cell phones (weight, width, cases, bluetooth, talk to text, etc)
- BYOD Policies
 - Bring in ergonomics EARLY
- Review your 'recommended products' list often
 - Do they work with the newest technology? Purge, add, etc.
- Ergo Products – Work for hotelling, mobile, home?



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So What's the Problem?

- Their HABITS have to fit YOUR safety culture!
- **How hard is it to get people to change their habits?**

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Ergonomic Effectiveness and Millennials



Engage, you must...

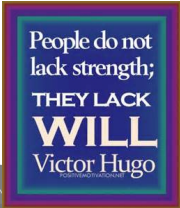

To engage, your message needs to be:

- Positive, enthusiastic – Listened, I have
- Personal, supportive – Understand, I do
- Productive – Follow through, I will

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Changing the Habits of Millennials

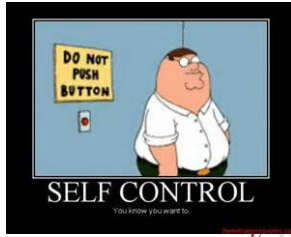
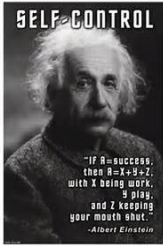
- All generations have a set of CORE MOTIVATORS that drive their decisions and habits
- Millennials use digital tools that influence behavior and influence behavior *CHANGE*

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Changing the Habits of Millennials

- Millennials use digital tools that influence behavior and influence behavior change



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Changing the Habits of Millennials

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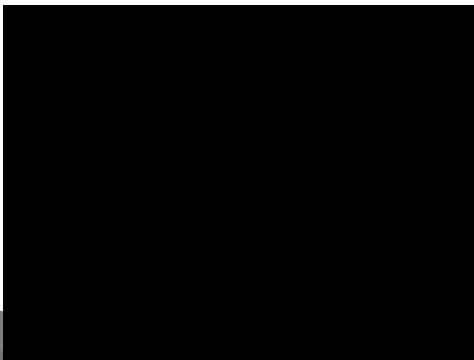
Hindsight



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Millennials use digital tools to influence behavior and influence behavior change



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Engaging Millennials

EMPLOYEE
ENGAGEMENT





- **Pixar:** Trust and respect leads to
 - Creativity
 - Creativity leads to loyalty... to being part of a whole
 - Moving towards something better
- **Foster a culture of**
 - Everyone matters, everyone contributes
 - Everyone's ideas and opinions count
 - Have a process in place to receive/act on them
- **Reminder: ALL employees want inclusiveness**
 - Don't focus 'only on Millennials'

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Summary Millennials Were Brought Up With

INSTANT GRATIFICATION


- **Ergonomics:**
 - Have a *ready supply* of ergo devices, let them touch, play and trial all the 'latest and greatest'
 - Approach them as a *team of problem solvers*, set stage and let them find equipment that works
 - Follow up often (weekly). Reinforce every time. Respond quickly.
 - Quick delivery expectations from vendors

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Summary Millennials Were Brought Up With

A TROPHY JUST FOR 'SHOWING UP'



- **Ergonomics:**
 - Be prepared to work with entire 'office' or team... not just one claim
 - » Educate on MSD's, habits, comfort may not be indicator of 'risk free', and as a team... what would work best?
 - Listen to them. Their parents did.
 - Create social currency...
Create the social buzz...
Make ergonomics cool





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Summary
Millennials Were Brought Up With
WANT WORK/LIFE BALANCE

- Ergonomics:
 - Be prepared to offer same changes done at work to their HOME needs
 - » Mobile devices, gaming, etc.
 - » Talk to text software (texting)
 - » Laptop stands
 - » Tablet stands, holders
 - Don't bore, ignore or trivialize

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75 Million Millennials entering workforce
Who CAN DO IT All!

- Our job is to help them 'do it all' without getting hurt
 - Catch them EARLY
 - Keep them engaged in ergonomics and safety

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