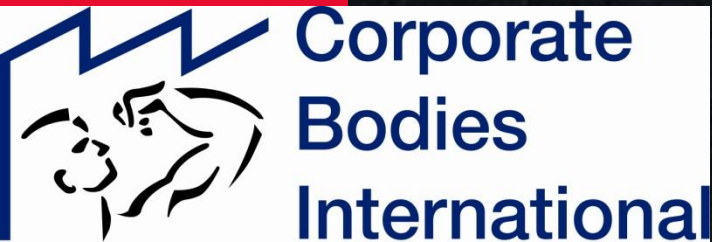


Rio Tinto

Tailoring technology to create health ownership culture

Helen Scott, Dietitian/Exercise Specialist, Corporate Bodies International

Emily D'Alterio, Senior Health and Safety Advisor, Rio Tinto Coal Australia
Kestrel Mine



Presentation outline

Technology and workplace health

Putting the evidence into practice: Kestrel Mine

Achieve Health Programme

Health ownership culture at Kestrel Mine

Questions & Answers

Workplace health promotion

- Health promotion in the mining industry is not new
- Program goals:
 - Employee: improved personal health
 - Employer: decreased costs associated with absenteeism, presenteeism, sprains and strains and lost productivity
 - Employees and Employers: improved health ownership culture
- Workplace health programs can achieve positive sustainable outcomes to the employer and employee

Technology and workplace health

- Changing the face of health and wellness in the workplace
 - Various e-health and health platforms:
 - online health programmes,
 - computer-based interactive,
 - health resources,
 - telephone counselling,
 - mobile phone messaging,
 - smart phone applications
- Research should consider the effectiveness of e-health in the blue collar setting

Technology in the blue collar setting

- Most research investigating effectiveness of e-health modalities is within the white collar setting
 - Population specific items to consider for computer usage and blue collar employees:
 - Ageing workforce
 - Rural and remote populations
 - Varying levels of education
- This questions the likely success of technology based interventions for the mining workplace

Maximising the Success

- Maximising participation to facilitate behavioural change is key to the success of any health program
 - Successful e-health initiatives must consider:
 - Relevance to the target audience
 - Key stakeholder involvement in program planning
 - Connection to worksite environment
 - Incentive programs, health and safety policies
 - Involvement of family and partners

Putting the evidence into practice: RTCA Kestrel Mine



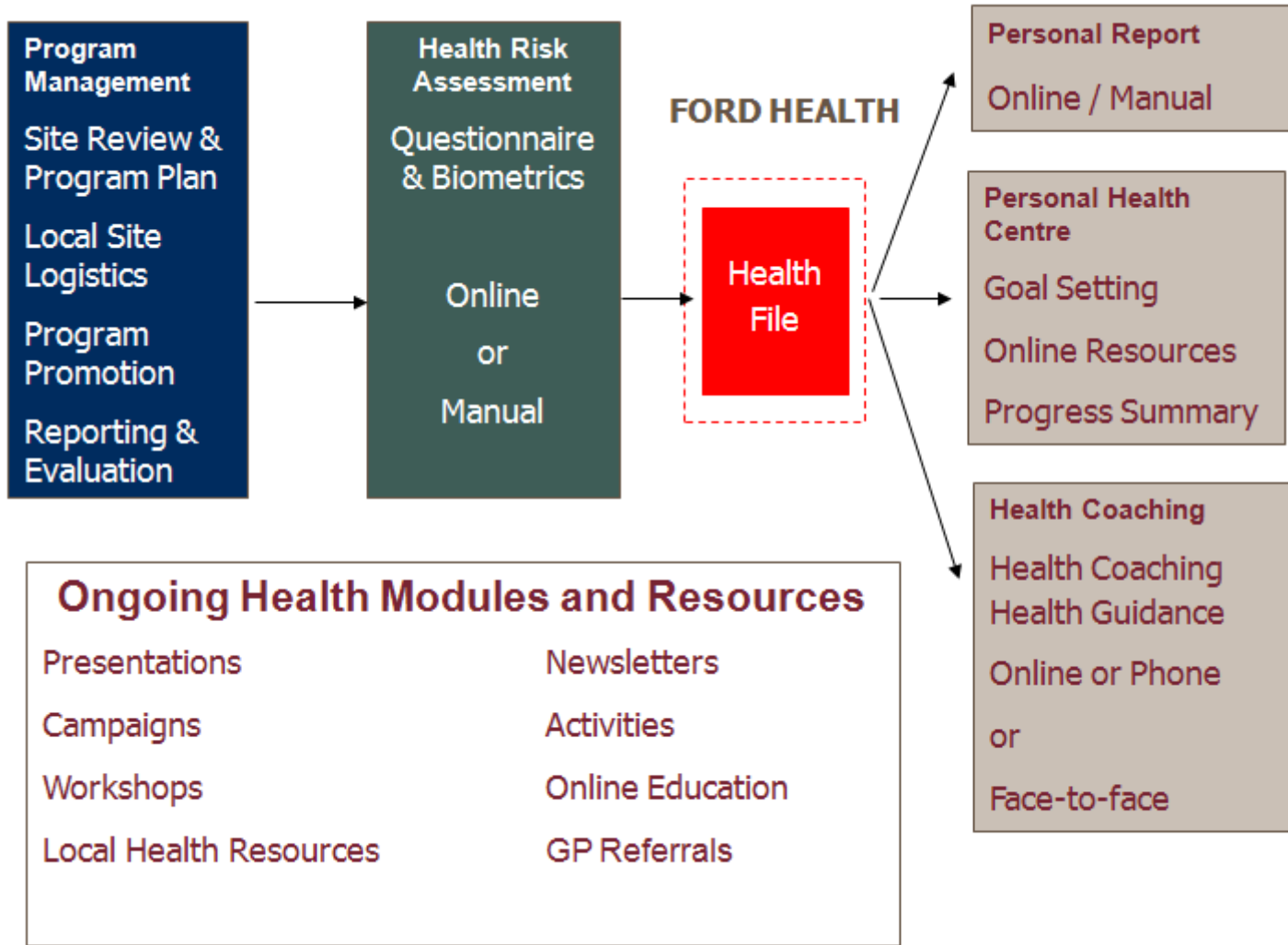
- RTCA only underground coal operation
- Produces coking and thermal coal for export
- Expansion project currently underway to extend life of operations to 2032 and increase production to 5.7 million tpa
- RTCA places great importance on the health of it's workforce
- CBI have been delivering health programmes to the Kestrel workforce since 2004



Achieve Health: tailored to the workforce

- A technology-based health and wellness programme commenced in 2010
- ‘Achieve Health’ Health Risk Management System (HRMS) is a Rio Tinto initiative
- Aimed to improve the health of employees and their families
- The interface myhealth system allows employees to complete online health assessment
- Personalised information helps employees manage their risks
- Self directed coaching programs and resources promote a ‘health ownership’ culture

Achieve Health Model @ Rio Tinto



Needs Assessment

- Needs Assessment completed prior to implementing Achieve Health Program
- Demographics of the Kestrel workforce
 - 96% male
 - Large proportion of workforce operators/maintainers
 - Large proportion of workforce limited computer access at work
 - 39 years average age of workforce
 - Previous health interventions

Initial consultations – a tailored approach

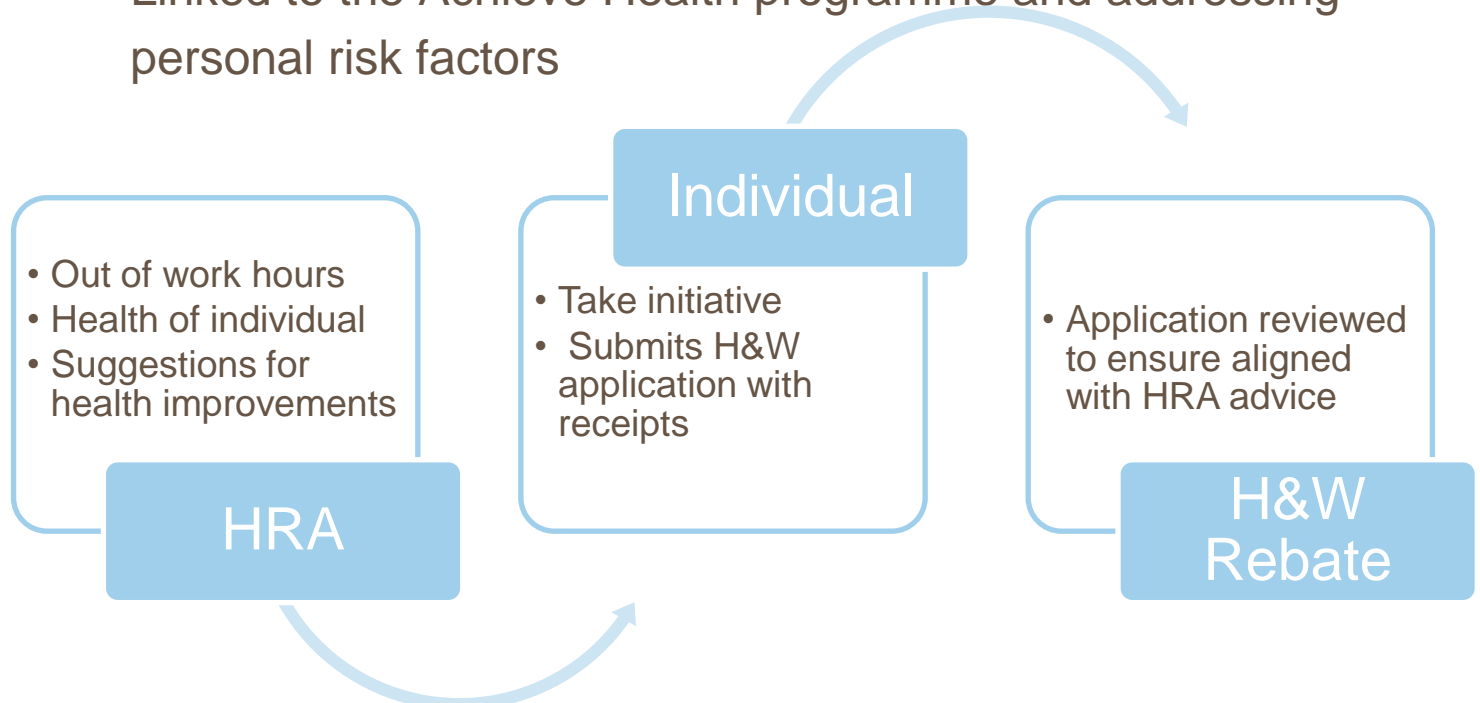
- Achieve Health Program tailored to the workforce
- The primary strategy to ensure success was provided employees assistance from a CBI health professional with:
 - Online questionnaire completion
 - Biometric measurement and health counselling
 - Myhealth access from home and work

Follow up programme

- Face to face follow-up consultations were also offered to employees and their partners.
- All consultations were conducted *off site* and *out of work hours* (at CBI Emerald office).
- Participants were supported with:
 - Setting goals on their myhealth page
 - Learning the various myhealth functions
 - Tailoring health advice based on risk factor(s)
 - Tracking progress

Workplace incentives

- A ‘win-win’ situation to both employer and employee
- Health and wellness rebate available to Kestrel Mine employees and Category 1 Contractors
- Linked to the Achieve Health programme and addressing personal risk factors



Be Active Challenge

- Computer based exercise programmes can promote physical activity during work and outside hours
- Traditional methods using a pedometer to track steps presents a challenge to underground miners.
 - only 6% of underground miners participation in 2010.
- 2011 challenge ‘tailored’ to suit workforce and promote underground participation.
 - 22% increase in underground workers involvement

Positive outcomes of Kestrel Mine health programme

Initial health assessment findings used to effectively identify key trends in employee health and lifestyle to incorporate targeted health initiatives:

- Nutrition Detectives Seminar
- Healthy Breakfast campaign
- Healthy Lunch campaign

Miners ditch junk for salads

KESTREL Mine workers and contractors have ditched their desks in favour of eating a healthy lunch.



CHOW DOWN: Kestrel Mine workers have been eating healthy lunches away from their desks as part of an initiative to improve workers' health and wellbeing. PHOTO: SUPPLIED

As part of Healthy Lunch Week, a new health initiative combining nutritional information and healthy lunches away from desks, the mine provided workers with a free healthy lunch supported by a

brief educational presentation about the food being consumed and opportunities for workers to talk to a variety of health experts.

Kestrel Mine health adviser Ed Boonstra said the initiative was part of the mine's focus to educate workers about nutrition, exercise, and work-life balance.

"We had more than 50 people join the lunches each day, which was great," Mr Boonstra said. "The food we provided included healthy takeaway food, healthier barbecue food as we move into summer, vegetarian food, and organic food. The presentations spoke about the benefits of a lunch break to portion con-

trol to how people can purchase organic food in Emerald."

Kestrel Mine longwall superintendent Justin Lawrence said the week was positive and he enjoyed sitting and talking to people he wouldn't normally socialise with.

Kestrel Mine health provider Corporate Bodies International helped organise the initiative.



Free lunch benefits mining staff

KESTREL Mine workers and contractors have ditched their desks in favour of eating a healthy lunch.

As part of Healthy Lunch Week, a new health initiative combining nutritional information and healthy lunches away from desks, the mine provided workers with a free healthy lunch supported by a brief educational presentation about the food being consumed and opportunities for workers to talk to a variety of health experts.

Kestrel Mine health adviser Ed Boonstra said the initiative was part of the mine's focus to change the work culture on site and educate workers about nutrition, exercise, and work-life balance.

"We had more than 50 people join the lunches each day, which was a great result," Mr Boonstra said. "The food we provided included healthy takeaway food, healthier barbecue food as we move into summer, vegetarian food, and organic food. The presentations spoke about everything from the benefits of a lunch break to portion control to how people can purchase organic food in Emerald."

Kestrel Mine longwall superintendent Justin Lawrence said the week was positive and he enjoyed sitting and talking to people he wouldn't normally socialise with.

Kestrel Mine health provider Corporate Bodies International (CBI) helped organise the initiative. CBI dietitian and exercise specialist Helen Bees said research showed one in four Australian employees skip lunch at their desks.



KESTREL Mine workers have been eating healthy lunches away from their desks as part of an initiative to improve workers' health and wellbeing. PHOTO: COURTESY

Driving a health ownership culture – success or opportunities

- CBI and Kestrel Mine identified a number of items that promote a health ownership culture:
 - Involving the family or partner provides support
 - Family and partners are often the gatekeepers or decision makers that relate to health and lifestyle in the home
 - Offering all health incentives in the workplace diminishes employee health ownership and increases reliance on the employer

Kestrel Mine health success

- 65% (240) of the employees at Kestrel and 86 of their partners had a health assessment
- 41.6% of the 598 health assessments for Rio Tinto Coal Australia were Kestrel employees.
- Winner of the Be Active weight loss challenge in 2010
 - 9.2kg weight loss during the competition
 - Post-challenge, lost a total of 21.6kg in 2010.

Future opportunities

- During 2011 Achieve Health entered the second year of implementation
- Evaluation demonstrated <5% of participants report knowing their username and password
- No participant reported regularly using the HRMS
- This supports the decision from the initial needs assessment to provide face to face consultations and additional support for the HRMS

Acknowledgements

- Rio Tinto Corporate HSE
- Rio Tinto Coal Australia HSE
- Ford Health

Questions