



## **Helen Herrod**

### **Offer Development - B2B On Road**

**BP Australia**

How does the environment impact your health on the road and at work?

# BP Heart Health offer



## Are your drivers healthy?



## Free driver heart health screen

# BP Heart Health offer



To coincide with National Safe Work Week, during August 2011 - BP offered free health screenings to our On Road Transport customers & their drivers.

## Rationale and messaging for the BP Heart Health offer

At BP, we recognise health and safety is more than just fatigue management and driver education - personal health and safety is just as important. BP is pleased to provide this important health initiative at our key Truckstops around Australia, further demonstrating our commitment to the health and safety of the operators and drivers who are the lifeblood of the industry.

The Heart Health sessions were held in the Drivers' Lounge at BP Truckstop's nationwide over the period of a week.

The only condition was to present your BP Plus card to receive the free 10 minute Heart Health screen:

## Activity Overview

### *Heart Health Screening – Level 1 & Exercise Physiologist Consultations*

- 10 minute screening
- Screening:-
  - Blood Pressure
  - Total Cholesterol
  - Blood Glucose
  - Lifestyle factors; smoking and exercise
- 15 – 30 minute consultation with Exercise Physiologist
- Topics discussed:-
  - Cabin Ergonomics
  - Diet/ Nutrition and Weight Management
  - Exercise/ Fitness and Stretches
  - Blood Pressure
  - Cholesterol
  - Glucose/ Diabetes
  - Smoking
  - Back and Limb pain
  - Manual Handling Techniques

## Key Statistics

|   |                                  |                       |
|---|----------------------------------|-----------------------|
| <b>Participation Rate – Heart Health Check</b>                |                                  | 206                   |
| <b>Participation Rate – Exercise Physiologist</b>             |                                  | 65                    |
| <b>Feedback Response Rate</b>                                 |                                  | 32%                   |
| <b>High Risk</b>  | Blood Pressure (high- very high) | 38%                   |
|   | Total Cholesterol                | 19%                   |
|   | Glucose                          | 3%                    |
| <b>Modifiable Lifestyle Risk Factors</b>                      |                                  |                       |
| Smokers   |                                  | 41%                   |
| Don't Meet Min. Physical Activity Requirements                |                                  | 58%                   |
| <b>High Risk Cluster(s) Identified</b>                        |                                  | Male (over 45)        |
| <b>Recommended to Seek Further Medical Advice</b>             |                                  | 42%                   |
| <b>Most Common Topic Discussed with Exercise Physiologist</b> |                                  |                       |
| Exercise/ Fitness and Stretches                               |                                  | 36%                   |
| <b>Participant Feedback</b>                                   |                                  |                       |
| Satisfaction Rating   |                                  | 100% Good - Excellent |
| Found the initiative of benefit                               |                                  | 94%                   |
| Inspired to make positive lifestyle change                    |                                  | 74%                   |

# BP Truckstop food!



## Top selling food at BP Truckstops



**DIM SIM REGULAR - 1816**

**PIES - 1465**

**BACON & EGG ROLL - 1053**

**POTATO CAKE - 924**

**PIE PEPPER STEAK - 859**

## “Healthy Choice” food options

**FRUIT SALAD - 153**

**FISH CHIPS AND SALAD - 49**

**SALAD SMALL - 17**

**COLD MEAT & SALAD - 10**

**QUICHE SLICE WITH SALAD - 8**



## What is the solution?

Individuals are responsible for their own health  
**but** what can be done to influence this the right direction?

Everyone benefits from increase in health in drivers!

## Area's of Influence

- Associations
- Suppliers
- Transport Companies
- Government Department/Initiatives

