



# Ergonomics and Millennials

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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





# Pick a partner...

- Choose very wisely



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# With your partner, how many you know?

- TMI
- IDK
- TBH
- BRB
- BTW
- BFF
- 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...



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# Millennials Bring:

- Their devices
- Their **HABITS**



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# Habits 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



*Today...*



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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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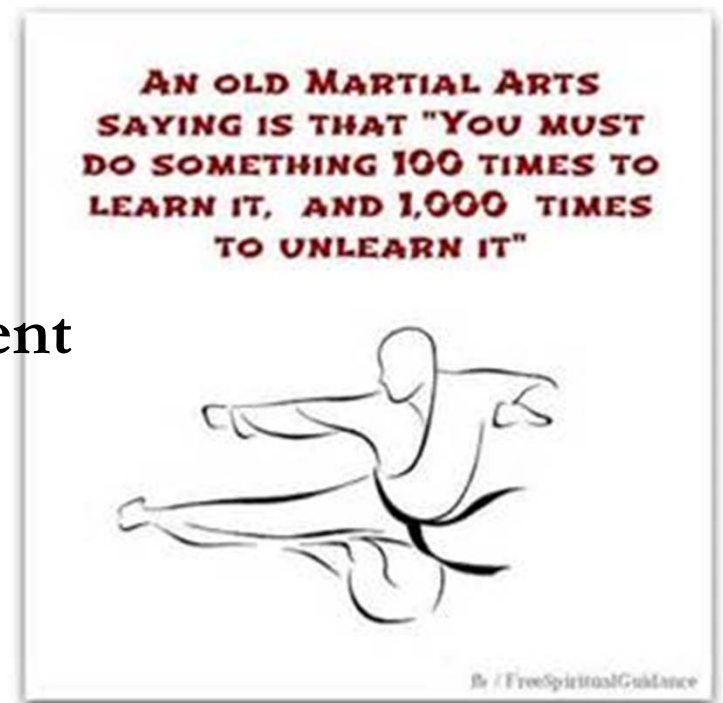
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# *Are Habits Easy to Break?*

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



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# 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 UNcomfortable
- Are they SAFE? ...No
- Are they working in a position or posture that will keep them injury free? ...No, Risk factors haven’t changed.



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# Here's the Problem...



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

**Most Millennials are walking into the  
workforce with MSD issues already!**



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# How to Work SAFETY with Millennials...Work within THEIR Culture

- 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



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# Working Their Culture into YOUR Safety Culture

- **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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# 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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# Ergonomics Safety and Millennials

## Research from Finland

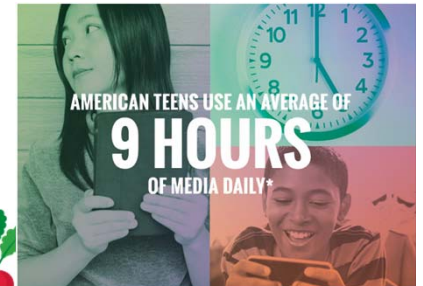
- Adolescents who are involved in computer game usage greater than 2 hours per day have an increased probability of musculoskeletal disorders

- 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.commonsensemedia.org/blog/tweens-teens-and-screens-what-our-new-research-uncovers?utm\\_source=November+2015+-+Common+Sense+Census&utm\\_medium=email&utm\\_campaign=weekly](https://www.commonsensemedia.org/blog/tweens-teens-and-screens-what-our-new-research-uncovers?utm_source=November+2015+-+Common+Sense+Census&utm_medium=email&utm_campaign=weekly)



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# Ergonomics Safety and 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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# Ergonomics Safety and 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



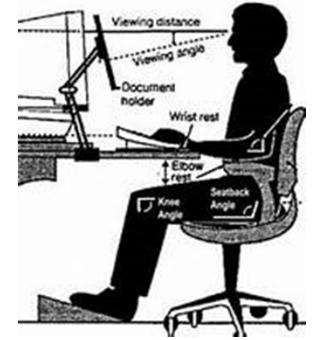
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# Ergonomic Assessments



- Historically
  - 1992 MSDs:
    - Women, secretarial, 50+ years old, keyboard use
  - Today MSDs:
    - New hires, younger workers
- Add questions
  - What do you do **OUTSIDE** of work?
- 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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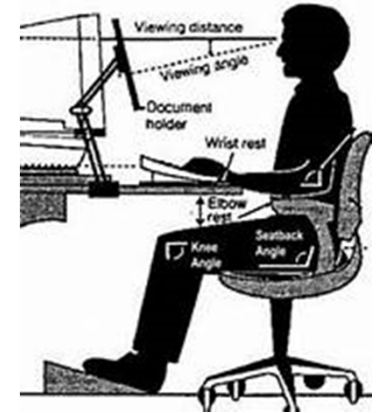




# Ergonomics Evaluations

## ASK Them:

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



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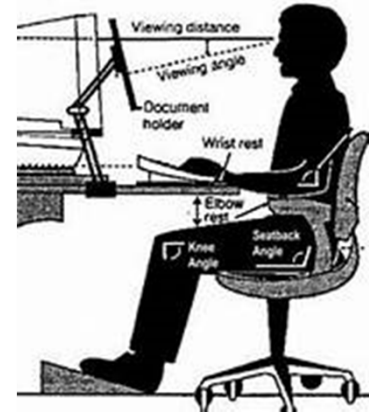




# Ergonomics and Millennials

## 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 (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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# If You Train Them...

- Don't be B-O-R-I-N-G....

- Understand their world
  - Know where they come from
  - Movie Credits Pace



- 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 is 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, blue tooth, 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 – For hotelling, mobile, home?



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- 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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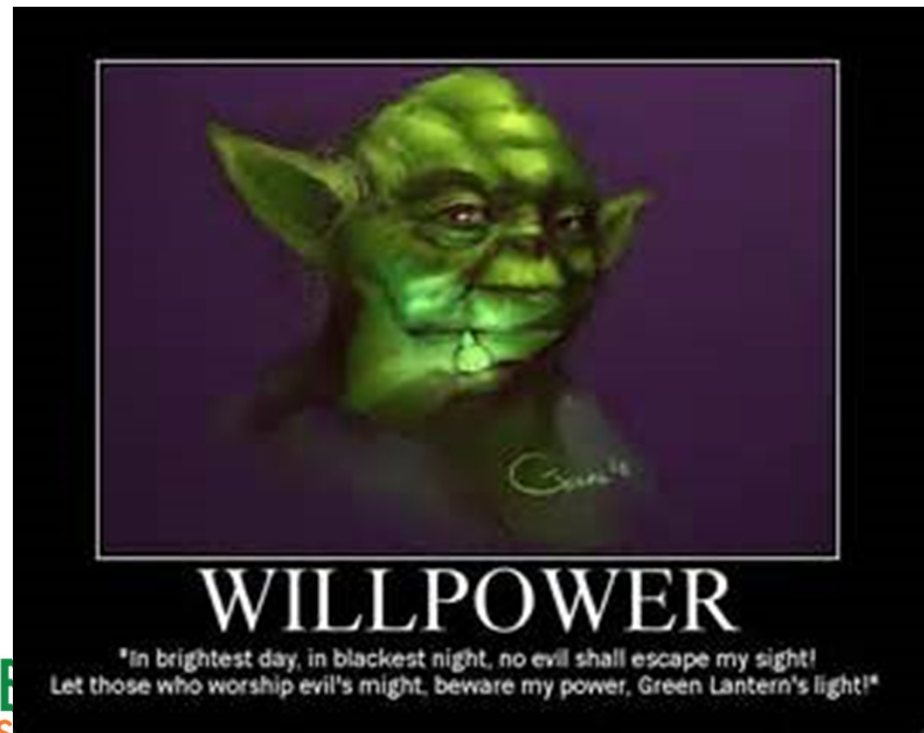
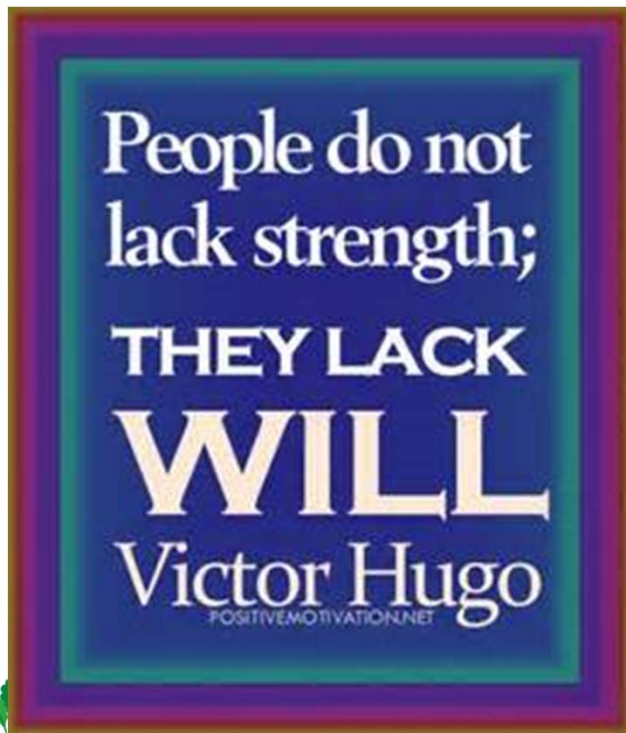
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# Changing the Habits of Millennials

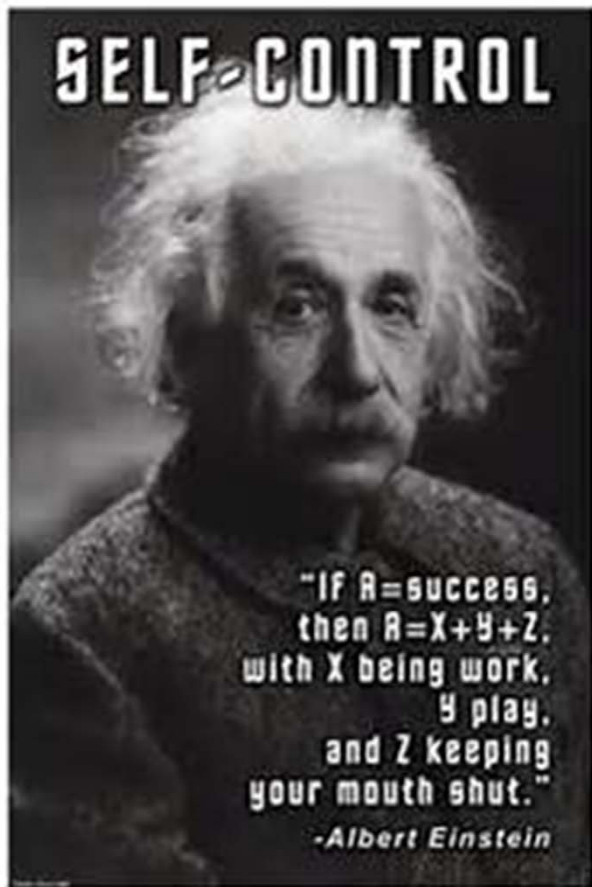
- All generations have a set of **CORE MOTIVATORS** that drive their decisions and habits
- Millennials use digital tools that influence behavior and behavior *CHANGE*





# Changing the Habits of Millennials

- Millennials use digital tools that influence behavior and behavior change



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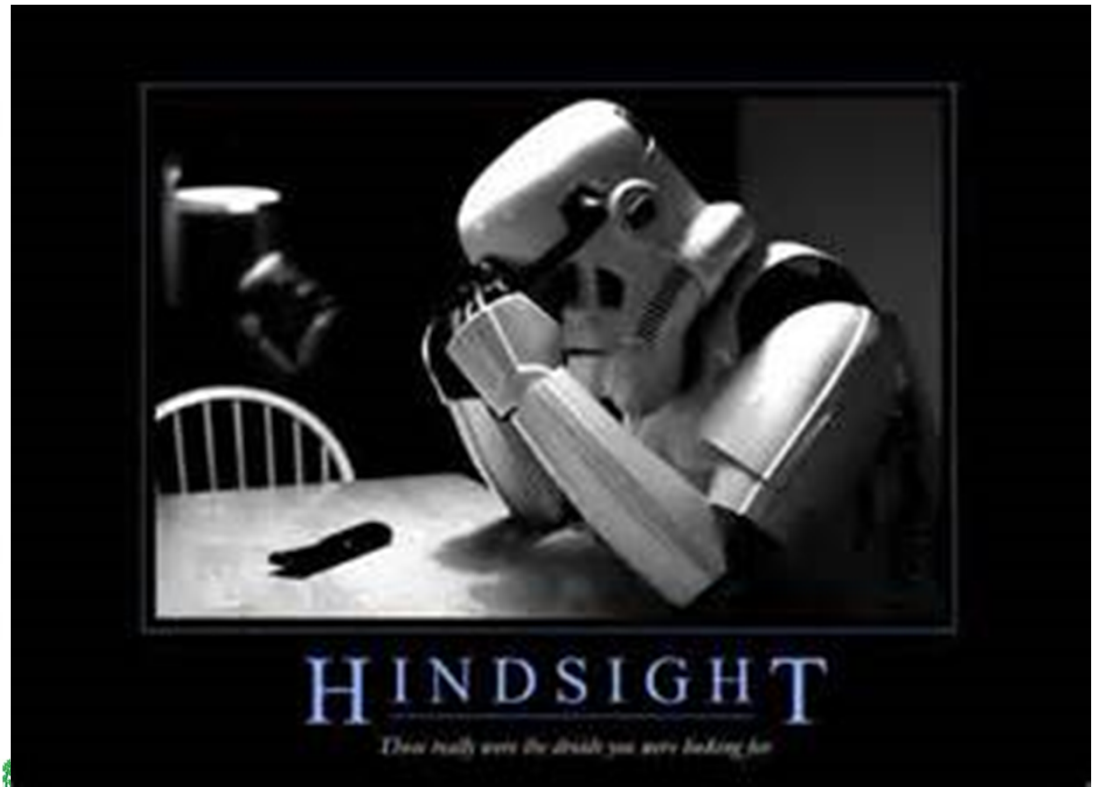




# Changing the Habits of Millennials

- Millennials use digital tools that influence behavior and behavior change

## Hindsight



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# Millennials use digital tools to influence behavior and behavior change





- **Belonging.** To fit in. Be part of a **TEAM**.
- **Social impact** is they want to be seen as *cool*.

- Target *EARLY ADOPTERS* first
  - Use their influence to make the *new* behavior or equipment feel like the *NORM* or default behavior in their community of peers
  - Ergo for all (not just claims)



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# Understanding Millennial Core Values Can Help You



## CORE VALUE 2

- Recognition
- You are different. *You are SPECIAL.*

### ✓ ERGONOMICS

- Build social currency and buy in
  - Peer group must value and recognize improvements through 'likes' and comments
- Make new products and workstations “cool”



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# Understanding Millennial Core Values Can Help You



## CORE VALUE 3

- Need for ease
- Focus on the path of least resistance

### ✓ **ERGONOMICS**

- Try newer products. Let them try/play.
- “Adopt” products with least resistance
  - Game controllers, joysticks
  - Evoluent (vertical) mouse
  - Morency rests for arm support



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# Other Corporations and Millennials



- Apple, Google, eBay...
  - Ergonomics Eval is part of New Hire Onboarding
  - Equipment is given to them up front (work and home)
  - Actively look for discomfort (symptom survey)
- Pixar: Develop culture of trust, respect, creativity
  - Being part of a whole
  - Together, team is moving towards something better
- **Reminder: ALL employees want inclusiveness**  
**Don't focus 'only on Millennials'**



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# To Summarize: 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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# To Summarize: 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 or one request/preventive
  - Listen to them. *Their parents did.*
  - Create social currency...  
Make ergonomics cool



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# To Summarize: Millennials Were Brought Up Wanting 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, external keyboard
    - Tablet stands, holders
  - Don't bore, ignore or trivialize

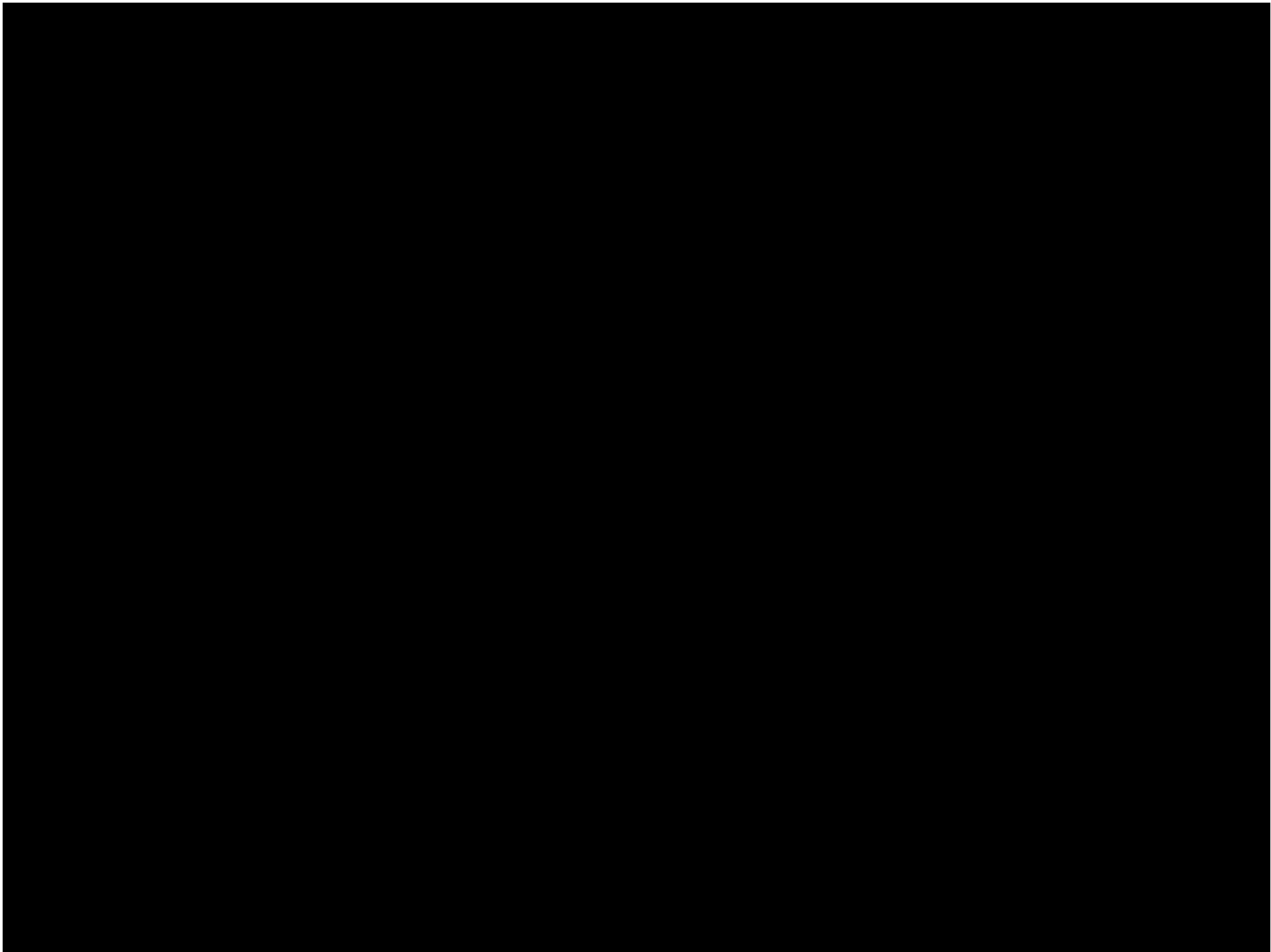


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## 75 million Millennials entering workforce

- Our job is to help them ‘do it all’ without getting hurt
  - Catch them EARLY
  - Help them at work AND Home
  - Keep them engaged in ergonomics and safety



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# Ergonomics and Millennials: The Impact on Workers' Comp

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