



GOODYEAR
Building a Culture of Health

OAoHN 2018 Annual Conference
November 1, 2018

The Goodyear Tire & Rubber Company 

BY THE NUMBERS — Goodyear's leadership across the globe

166 MILLION TIRES PRODUCED ANNUALLY

\$15.2 BILLION GLOBAL REVENUE

66,000 EMPLOYEES

6,000+ PATENTS

48 FACILITIES

118 YEARS

200+ BRANDS

1,200+ STORES




GOODYEAR **DUNLOP** **FULDA** **Sava** **DEBICA**

The Goodyear Tire & Rubber Company—Airship Operations 

- Since 1925, Goodyear blimps have been our visible corporate icons
- In the 1930s, Goodyear built two giant rigid airships (with rigid metal frames) for the Navy:
 - measured more than two football fields in length
 - needed 6.5 million cubic feet of helium to become airborne at its gross weight of more than 400,000 pounds.
- In the 1940s and 1950s, Goodyear built a series of large surveillance airships used to protect merchant fleets along the coast, and serve as early warning radar stations.
- Today, Goodyear operates three airships in the United States
 - Wingfoot 3, based in Akron, Ohio;
 - Wingfoot 2, based in the City of Carson, California;
 - Wingfoot 1, based in Pompano Beach, Florida.



BLIMP WORTHY



The Culture of Health

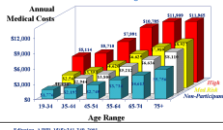


Health Care Cost Breakdown—U.S.



Roughly 25% of employer direct medical care costs are attributable to modifiable health risk factors in employees

- Sedentary lifestyle
- Excess alcohol use
- Poor nutrition
- Smoking
- Depression
- High Blood Pressure
- Overweight
- Stress
- High cholesterol
- High blood glucose



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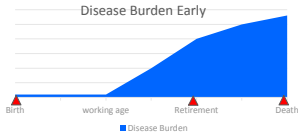


Why Build a Culture of Health?

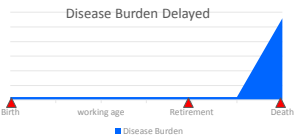
The Impact Of Poor Health To Employers
Continuum Of Employee Performance Outcomes



The Culture of Health—Health Status Timeline



- Extended length of *illness*
- Reduced quality of life
- Increased costs of medications, copays, medical devices
- Longer time of family caregiving for you



- Extended length of *wellbeing*
- Improved quality of life
- Healthy time period to enjoy retirement
- Reduced time of family caregiving for you

The Culture of Health 

Potential reasons for offering employee health & wellness programs
 ... beyond healthcare cost reduction

TO REDUCE EMPLOYEE HEALTH RISKS To attract/retain talented employees TO REDUCE THE HEALTHCARE BURDEN OF OUR DAUGHTERS

TO MANAGE/REDUCE DEBTABILITY CLAIMS To reduce absenteeism TO INCREASE EMPLOYEE SATISFACTION

TO IMPROVE EMPLOYEE PRODUCTIVITY To manage or reduce health care costs TO IMPROVE EMPLOYEE MOBILITY

TO IMPROVE EMPLOYEE DAILY HEALTH DECISIONS AT WORK To reduce worker compensation, workers' compensation, and lost time TO IMPROVE EMPLOYEE PERFORMANCE, PRODUCTIVITY, AND RETENTION

Business Impact of Well-being

Retention, Engagement, Mental Health, Physical Health, Productivity, Recruitment, Morale & Trust, Employee Health and Well-being

The Culture of Health—Corporate Medicine 



The Goodyear Tire & Rubber Company—Strategic Roadmap 

OUR GOAL
 DELIVER SUSTAINABLE REVENUE AND PROFIT GROWTH WHILE INCREASING THE VALUE OF OUR BRANDS

HOW WE'LL WIN

MARKET BACK REPOSITION OUR BRANDS: Develop clear positioning that sets them apart and guide and power the rest of our ecosystem, consistent preferred choice.

SALES AND MARKETING EXCELLENCE Build the value of our brand, make our customers who in their minds, and measure.

OPERATIONAL EXCELLENCE Relentlessly improve our quality and efficiency to follow the right line, to the right place, at the right time for the right cost.

Winning at the intersection is the key to success.

HOW WE'LL WORK

ACT WITH INTEGRITY Build trust and earn the confidence of others through transparency, accountability, and ethical behavior.

CREATE Create an environment where employees are inspired by work, wellness and serving their communities.

PRODUCE COLLABORATION Control execution quality and encourage open discussion to meet objectives.

BE AGILE Embrace change and act with speed and purpose.

DELIVER RESULTS Anticipate challenges, seize opportunities and make strategic decisions.

Engage and enable associates to realize their full potential.

WHERE WE'LL FOCUS

CONSUMER EXPERIENCE Drive digital and mobile experiences and solutions.

CUSTOMER SERVICE Customize and personalize our govt customer.

QUALITY Drive higher-level product performance, efficiency.

MAXIMIZE VALUE Drive revenue and return to full value creation.

MAINTAIN COMPLIANCE Manage regulatory, financial, and operational.

GOODYEAR ONE TEAM Driving Performance — on the road, in the marketplace, and throughout the company

Wellness and Safety are core to our mission and overall business and human capital strategies.

Global Health Strategy



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Health Communications:

Multiple channels to reach associates and families

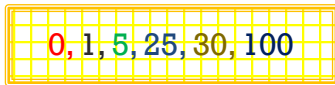
- Emails
- Home mailings
- Television screens
- Plant "GoodLife boards"
- Huddle meetings
- Health blog
- Mobile app



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Fundamentals of Wellness Programs:



- 0** = No Tobacco Use
- 1** = Flossing once a day (dental health)
- 5** = Five fruits and vegetables a day (good nutrition)
- 25** = Body Mass Index of $\leq 25m$ (weight management)
- 30** = Thirty minutes of physical activity a day (physical exercise)
- 100** = 100% seat belt and helmet use (personal safety)

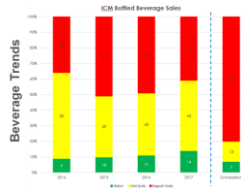
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Food and Physical Activity

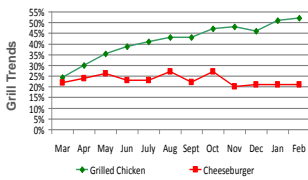


- Encourage healthier food choices
- Price differentials
- Dietitian available
- Encourage physical fitness





HQ Café and Food Service



- Price differentials \$3.59 (grilled chicken) vs. \$3.99 (cheeseburger)
- Increase in purchases of grilled chicken sandwich (healthier option)



GoodLife Health Centers and global clinics

- Standardized policies and procedures
- High quality
 - Board certified providers
 - Clinic certification standards
- Help navigate the confusing health care system
- Resource for information and health monitoring
- Core source for wellness activities



GoodLife Health Center Indonesia

The Culture of Health—Global Health Services

Travel Medicine

- International SOS
- Travel readiness program
- Aircraft safety message and medical emergency equipment
- Pre-assignment assessments
- Travel Security Coordinator



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Environmental Health and Safety

- Workplace
- Compliance
- Industrial hygiene
- Ergonomics
- Food service / vending
- Physical activity resources



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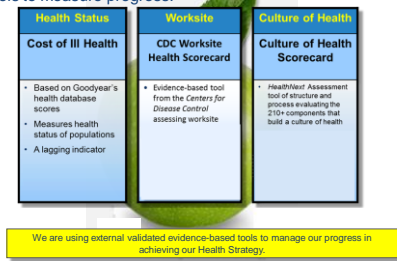
Emergency Preparedness

 <p>Building: Holding Systems: Up People: Up</p> <ul style="list-style-type: none"> • Smoke, water damage • Power, water disruption • Area evacuation • Bomb threat 	 <p>Building: Down Systems: Down People: Holding</p> <ul style="list-style-type: none"> • Fire • Explosion • Hurricane • Flood 	 <p>Building: Up Systems: Holding People: Down</p> <ul style="list-style-type: none"> • Pandemic
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Three tools to measure progress:



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Tools: CDC Worksite Health Scorecard

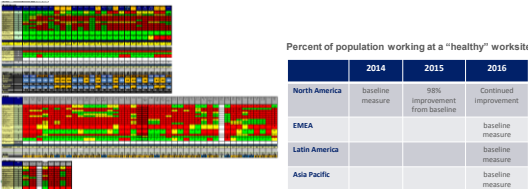
The *CDC Worksite Health Scorecard* is a tool designed to help employers assess whether they have implemented evidence-based health promotion interventions and strategies in their workplace to prevent chronic health conditions.



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Tools: CDC Worksite Health Scorecard



The efforts focus to identify the current local wellness status. Specific targeted goals are underway to improve all of the local scores to achieve long-term success.

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EMPLOYERS FOR HEALTH Consortium
—Akron, OH

Population: 197,542 City (2015)
705,686 Metro area (2015)

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Akron Ohio

Population (2015) : 197,542 City
705,686 Metro area

Akron Beacon Journal reported, for the years 2000 to 2013:

- 8.3% decline in population (the biggest drop among comparison cities)
- 16% decline in per capita income (nearly double the national average)
- 42% increase in foreign-born residents (a good jump, but still behind the other five cities)
- Only 20% of city residents with a college degree (the second lowest percentage)
- Decline of inflation-adjusted median household income to \$33,909 (largest drop)
- Zero growth in percentage of young professionals living in city (others with 10.8% increase)
- 57% increase in individuals living in poverty (second highest)

➤ Comparison Cities: Erie, PA; Fort Wayne, IN; Hamilton, OH; Syracuse, NY; Worcester, MA

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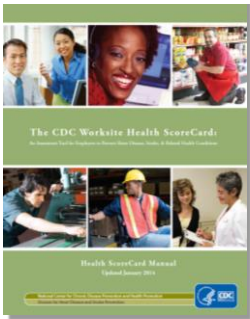
Proposed Project

CDC Worksite Health Scorecard

The CDC *Worksite Health Scorecard* is a tool designed to help employers assess whether they have implemented evidence-based health promotion interventions and strategies in their workplace to prevent chronic health conditions.

- Identify gaps in health promotion programs
- Prioritize high-impact strategies
- Establish best practice benchmarks
- Track improvements in worksite health promotion programs
- More effectively direct resources

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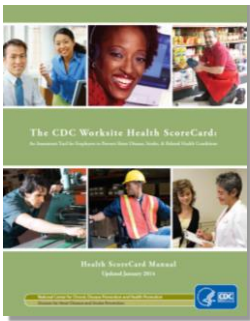


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HEALTH
Consortium
 —Akron, OH

CDC Worksite Health Scorecard

Organizational Support (18 questions)	Weight Management (5)
Tobacco Control (10)	Stress Management (6)
Nutrition (13)	Depression (7)
Physical Activity (9)	High Blood Pressure (7)
High Cholesterol (6)	Lactation Support (6)
Diabetes (6)	Occ Health & Safety (10)
Heart Attack/Stroke (4)	Vaccine Prevention (6)
Emergency Response (9)	Community Resources (3)

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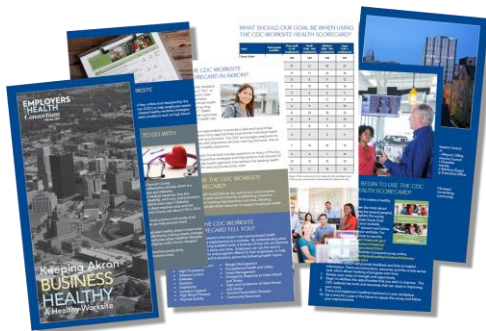


EMPLOYERS
HEALTH
Consortium
 —Akron, OH

Worksite Goals

Scorecard Category	Scorecard	2014	2015	2016	2017	2018
Organizational Support	20%	20	20	20	20	20
Tobacco Control	25	25	25	25	25	25
Nutrition	25	25	25	25	25	25
Physical Activity	25	25	25	25	25	25
Weight Management	10	10	10	10	10	10
Stress Management	25	25	25	25	25	25
Depression	25	25	25	25	25	25
High Blood Pressure	25	25	25	25	25	25
High Cholesterol	25	25	25	25	25	25
Diabetes	25	25	25	25	25	25
Emergency Response	25	25	25	25	25	25
Community Resources	25	25	25	25	25	25
Occupational Health & Safety	25	25	25	25	25	25
Vaccine Prevention	25	25	25	25	25	25
Lactation Support	25	25	25	25	25	25
Other Health & Safety	25	25	25	25	25	25
Overall Score	25	25	25	25	25	25

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Why should an organization use the CDC Scorecard?

- Chronic diseases are among the most common and costly of all health problems.
- An evidence-based, comprehensive health promotion program that seeks to keep employees healthy is a key long-term strategy that employers can use to manage their workforce.
- Only 6.9% of US employers offer a comprehensive worksite health promotion program.
- Several studies have concluded that well-designed worksite health promotion programs can improve the health of employees and save money for employers.
- While employers have a responsibility to provide a safe and hazard-free workplace, they also have many opportunities to promote individual health and foster a healthy work environment.
- No cost

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Thank you

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