



Stress Relief Program

20 minutes a day for Five Weeks

Are you stressed?

- Poor sleep
- Muscle tension
- Headache
- Digestion problems
- Fatigue
- Emotional and behavioral symptoms: nervousness, anxiety
- Emotional eating
- Lack of motivation
- Poor immune system: get sick easily and chronic inflammation in the body i.e. aches and pains.

NATURAL STRESS RELIEF MIND-BODY PROGRAM:

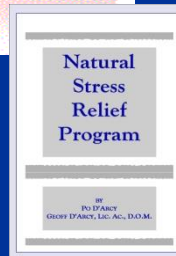
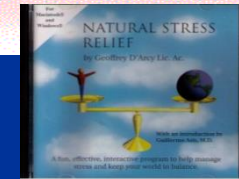
- The mind is the most powerful pharmaceutical factory on the planet and we need to train it to be on our side.
- Research into Clinical Relaxation techniques has proven that 20 minutes of a progressive relaxation technique, sweeping the mind through the body, relaxing as it goes, can dramatically lower stress.
- Example: Dr. Herbert Benson's research
 - 80% Reduction in High blood pressure with a group of patients reduced BP in 80 % and 18% of that 80% came off BP medication.
 - 75% of the PMS group showed major improvement.

Proven Effectiveness of Mind-Body Relaxation Response

- Clinical studies over the years have shown the effectiveness of Mind-Body Relaxation response on a wide range of medical problems caused or made worse by stress, such as:
 - hypertension,
 - cardiac arrhythmias,
 - pain,
 - insomnia,
 - allergies,
 - PMS
 - menopause symptoms,
 - Infertility
 - Enhanced immune response

For a review of all studies major studies <http://www.darcynat.com/Article.asp?strsessionguid=FA0356C5-1967-4375-BDC5-E4C892254DC4&fArticleID=118#Anxiety>

Stress-Relief, Digital Tool Box



Stress-Relief, Digital Tool Box AT www.true-wellness.com

- Stress-Relief Program Tools consists of:
- 1. **Video.**
- 2. **Audio Download--20 minute relaxation technique.**
- 3. **Workbook--PDF Natural Stress Relief Workbook.**
- 4. **Power Point Presentation.**
- 5. **Stress Evaluation.**
- 6. **Dietary Supplement Protection**



Costs of an Unhealthy Stressed Employee



- Heart Disease and related problems ... 228% higher
- High Blood Sugar ... 54%
- Obesity ... 48% higher
- High Stress ... 45% higher
- Poor Exercise habits ... 28% higher
- High Blood Pressure ... 24% higher
- Smokers cost employers \$3,000 a year more than non-smokers

Based on a study conducted by the Health Enhancement Research Organization (HERO) examined more than 46,000 employees from across the United States over a three-year period.



Cost of Workplace Stress:

Based upon accepted standards, the Stress Cost Calculator estimates the cost exposures due to stress in several categories:

- **Group Health 22%**
- **Turnover 40%**
- **Absenteeism 50%**
- **Presenteeism 50%**
- **Workers Compensation 33%**
- **Disability 50%**

• <http://www.stressdirections.com/res/costcalc.cgi>



Stress Cost Savings, based upon a 50 person company

Based upon median direct and indirect costs per category and percent due to stress.

Cost Category	Annual Median Costs	Annual Median Costs Due to Stress	Potential Savings
Group Health	\$233,300	\$51,326	\$2,566 - \$15,398
Turnover	\$184,650	\$73,860	\$3,693 - \$22,158
Absenteeism	\$40,500	\$20,250	\$1,013 - \$6,075
Presenteeism	\$162,000	\$81,000	\$4,050 - \$24,300
Workers Comp	\$15,500	\$5,115	\$256 - \$1,535
Disability	\$25,650	\$12,825	\$641 - \$3,848
Total	\$661,600	\$244,376	\$12,219 - \$73,313



Stress

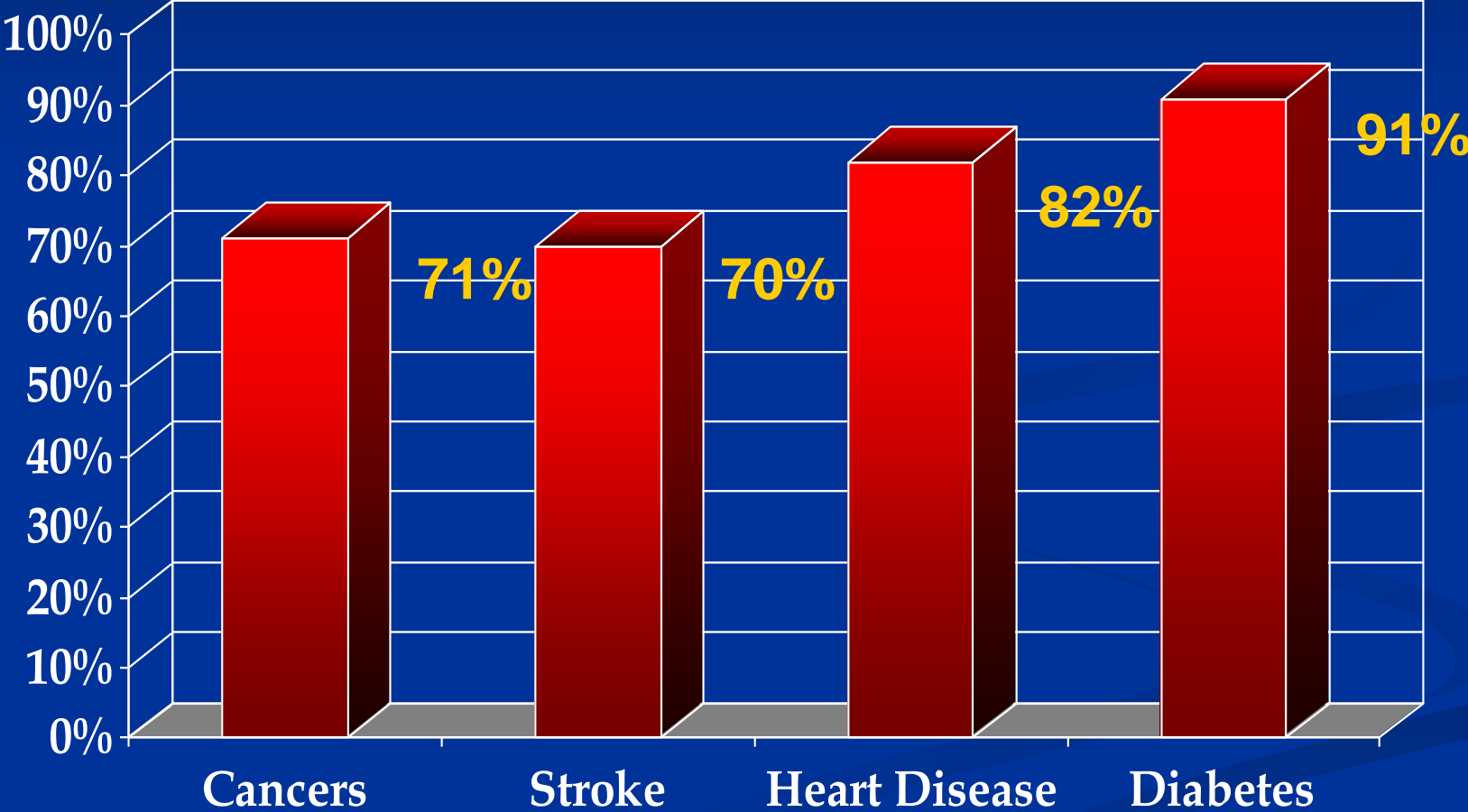
- **84% of all Doctor office visits are Stress related**
- **80% of workers feel stress on the job**
- **14% had felt like striking a coworker** in the past year but didn't
- **25% have felt like screaming or shouting because of job stress**
- **10% fear an individual at work could become violent**
- **9% are aware of an assault or violent act in their workplace**
- **18% had experienced some sort of threat** in the past year



Stress:

- 44% of all adults suffer adverse health effects from stress;
- 75-90% of all physician office visits are for stress-related ailments and complaints; stress is linked to the six leading causes of death - heart disease, cancer, lung ailments, accidents, cirrhosis of the liver, and suicide.
- *Stress a hazard of the workplace*, declared by the Occupational Safety and Health Administration
- Stress costs American industry \$7,500 per worker per year more than \$300 billion annually

Percent of Chronic Diseases That Are Caused by an Unhealthy Lifestyle



The Wellness Council of America. <http://www.welcoa.org/freeresources/>

Anxiety

- The number of office visits with a recorded anxiety disorder diagnosis increased from 9.5 million in 1985 to 11.2 million per year in 1993–1994 and **12.3 million per year in 1997–1998**,
- Prescriptions for medications to treat anxiety disorders increased between 1985 and 1997–1998 while use of **psychotherapy decreased** over the same time period in visits to both primary care physicians and psychiatrists.

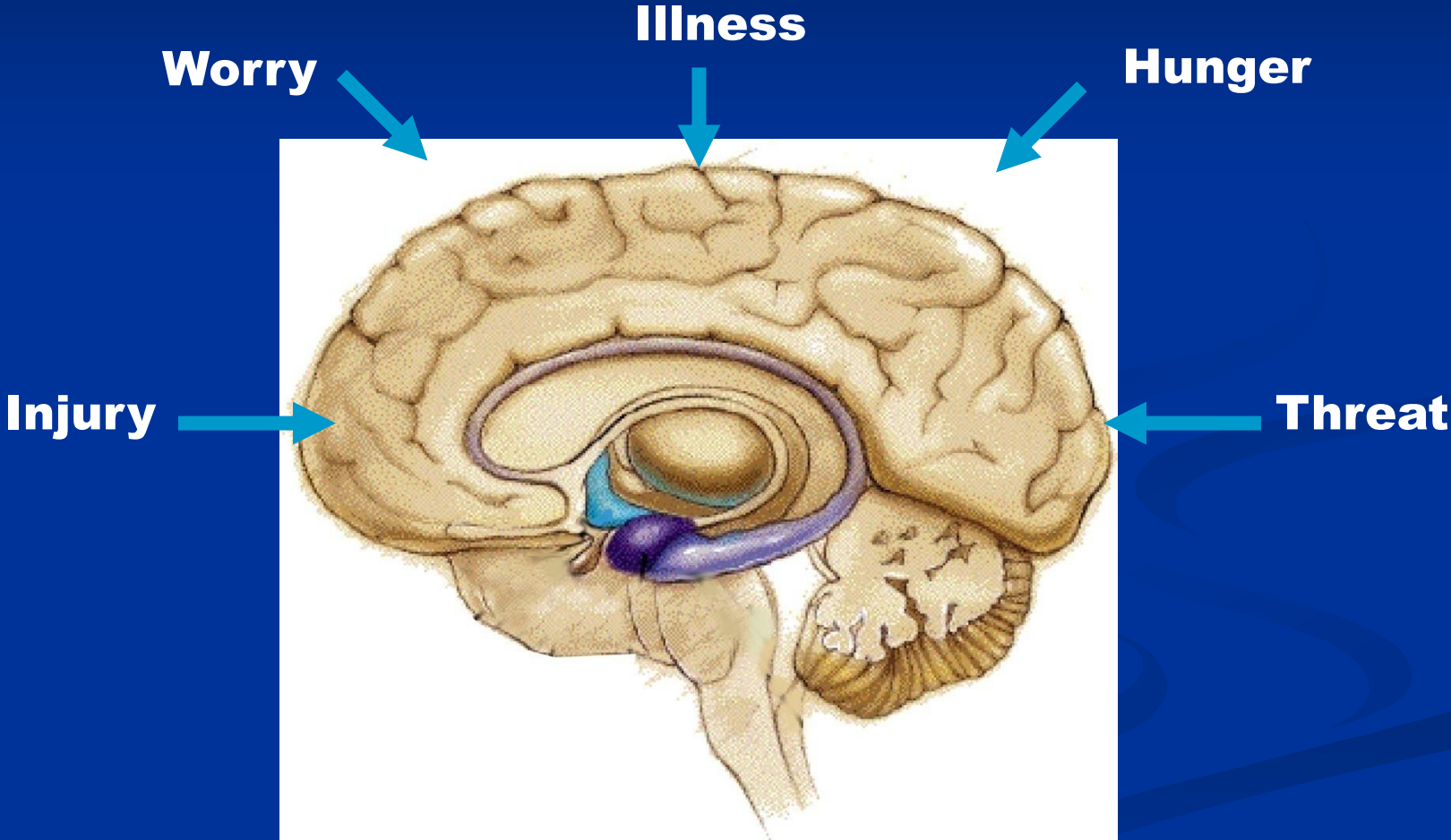
Stress: *What's so different about today's workplace?*



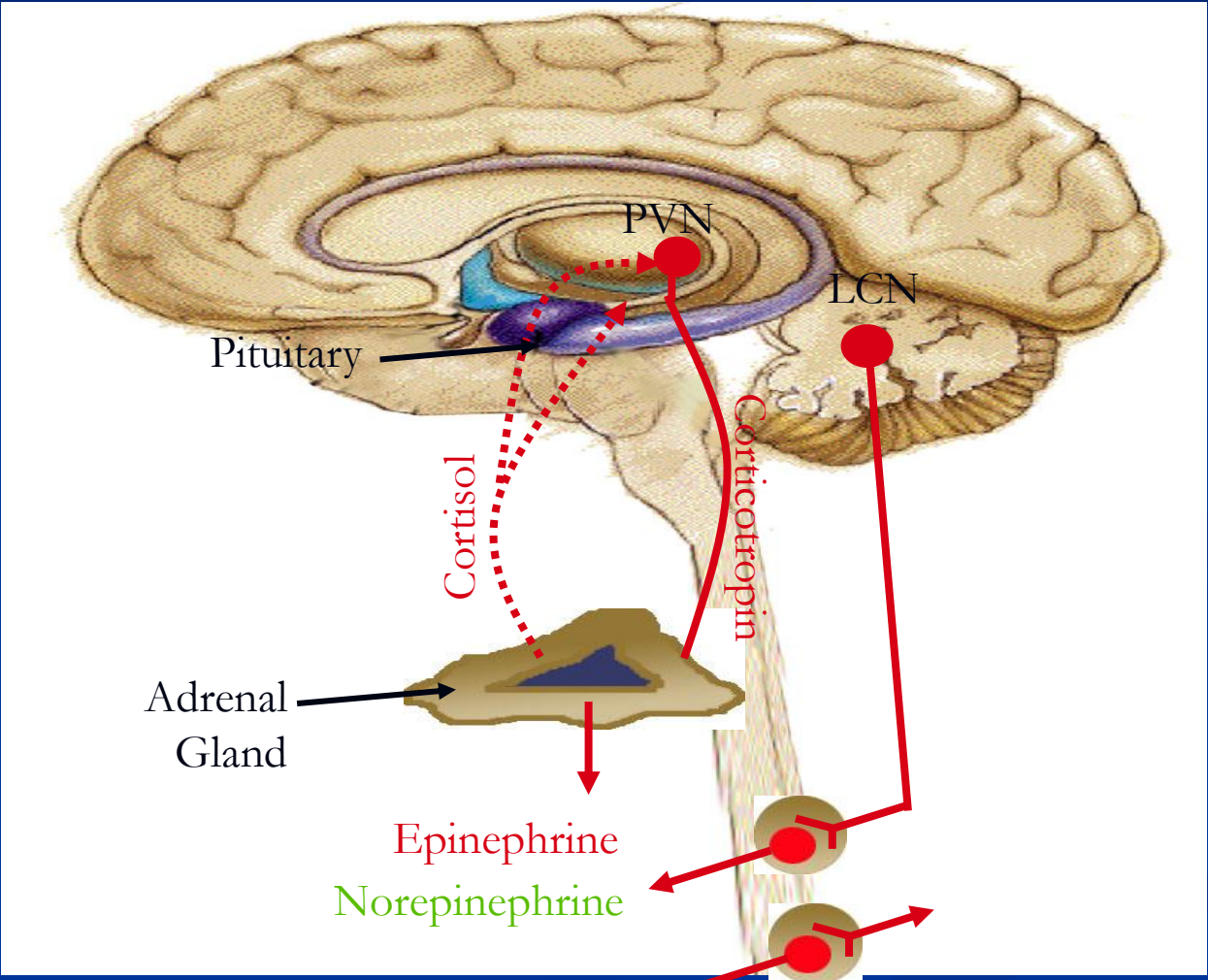
"Going postal" Tragic term for work stress

- Growing psychological demands as we increase productivity demands and work longer hours
- The need to gather and apply growing amounts of information
- Job insecurity
- Demographic changes such as aging workers, female participation in the workforce, and the integration of a growing population of ethnic and racial minorities into the workplace
- The need for both men and women to balance obligations between work and family as women enter the workforce worldwide
- <http://www.stressdirections.com>

The Stress Response

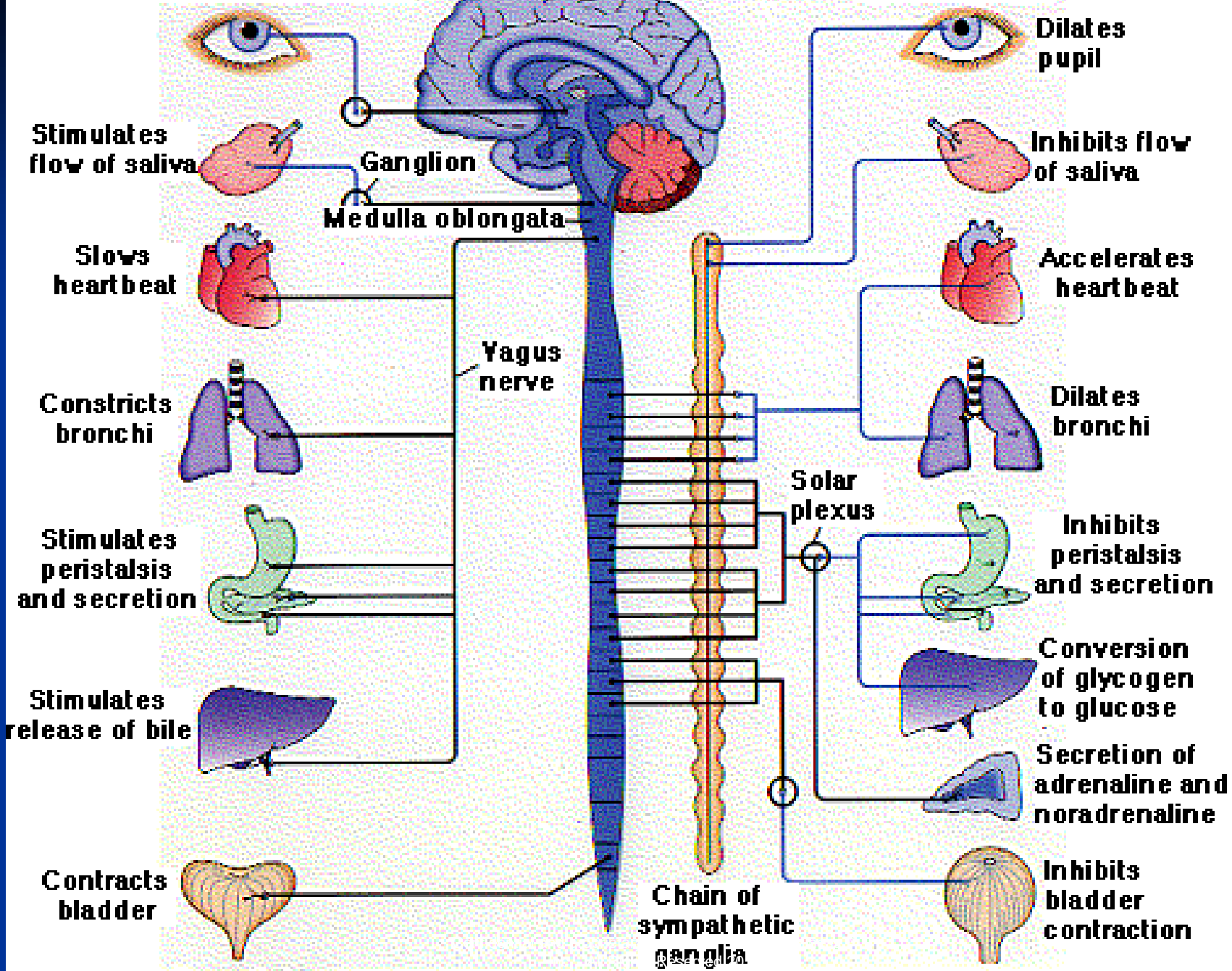


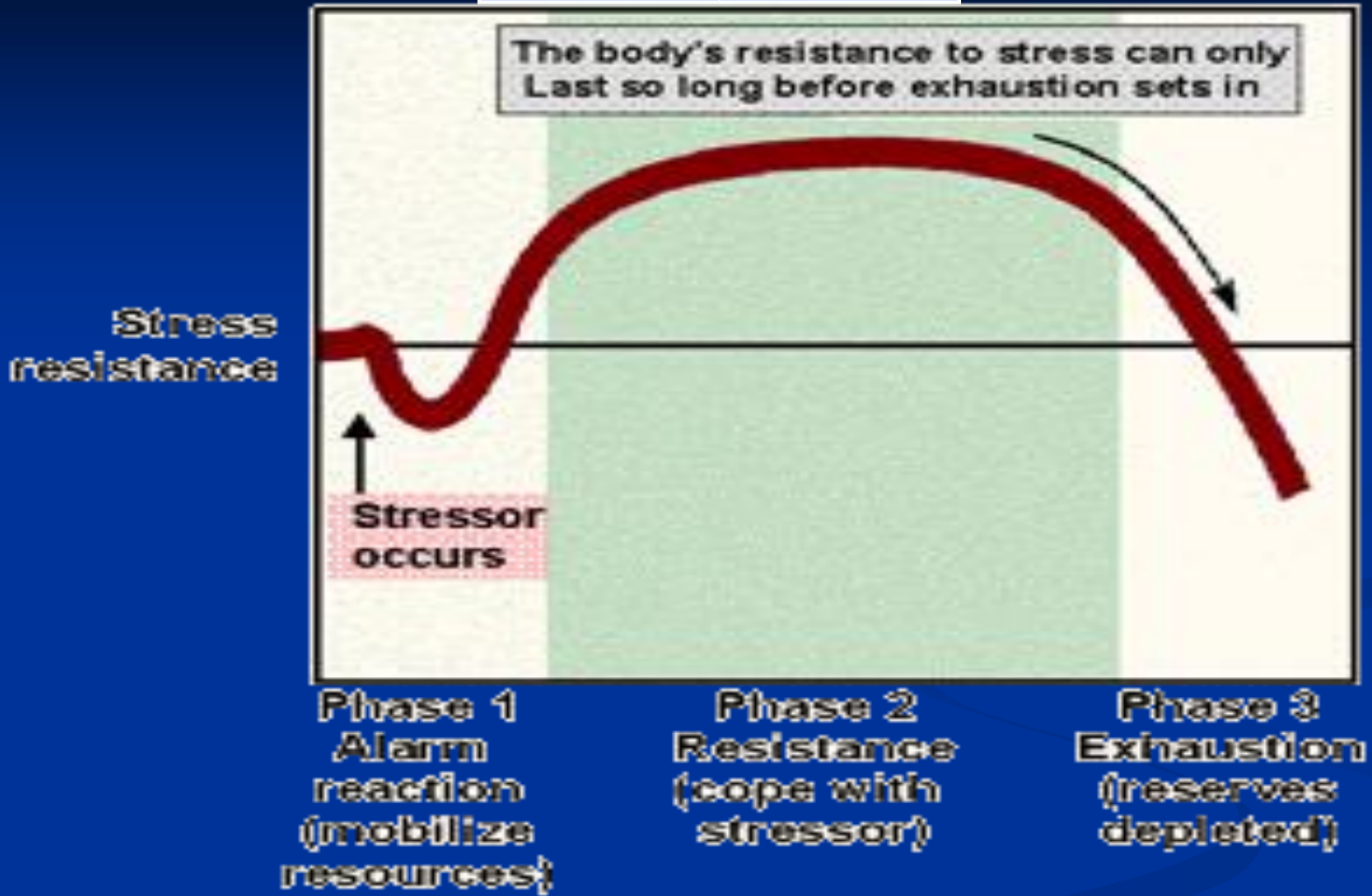
The Stress System



Parasympathetic

Sympathetic





The Stress Response graph developed by Dr. Hans Selye

BALANCE:

STATES OF BEING WHICH INCLUDE
"CALM"
"RELAXATION"

IMBALANCE:

STATES OF BEING WHICH INCLUDE
"STRESS"
"FIGHT, FLIGHT, OR FREEZE"

→ Comfort
→ At Ease
→ Relaxed
Clear
Free Flowing
Tempered
Good
Increased
Increased
Accepting

Physical Comfort
Mind State
Physical Tension
Thinking
Mind-Body Communication
Sensibilities
Short Term Memory
Intuition
Openness to New Ideas
Interpersonal Communication

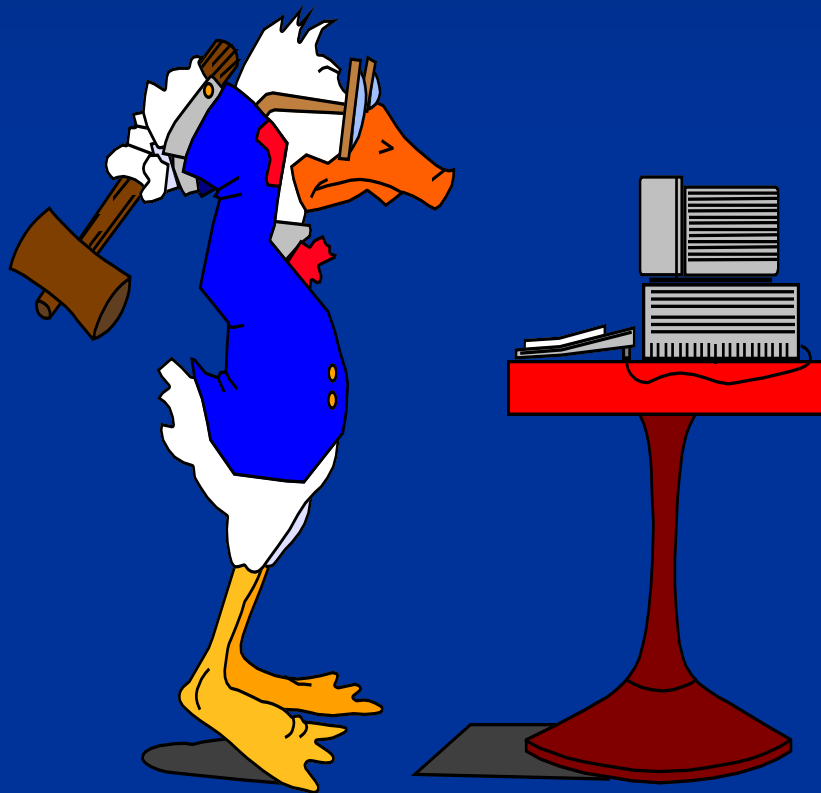
Discomfort
Anxious
Tense
Muddled
Impeded
Extreme
Weak
Reduced
Reduced
Defensive

→ Lower
→ Lower
→ Slower

Average Heartbeat Rate
Blood Pressure
Breathing Rate

Higher
Higher
Faster

Hyper-reactive Stress Response



- Hyperarousal disorders
- Gastrointestinal disorders
- Hormonal disorders
- Musculoskeletal disorders
- Inflammatory disorders
- Metabolic disorders
- Cardiovascular disorders
- Respiratory disorders

“Burn Out”



- Specific hypothalamic neurons unresponsive
- compensatory hyperactivity of other mediators (i.e. cytokines)
- Lack of arousal, fatigue, irritability
- Chronic fatigue, fibromyalgia, RA, PMDD, SAD

Profile of an Unhealthy Employee

- 48 Year Old Male
- Works in Suburban USA
- Tobacco and Alcohol Use
- Unhealthy Diet
- Physically Inactive
- High Stress Job and Family Responsibilities
- Family History of Stroke and Emphysema
- Height 6'1" and Weight 280 Pound

Inactivity

- >\$24 Billion/Year
- Increased Activity
Could Save \$70
Billion/year
- Activity is More
Effective in Reducing
Cardiovascular Risk
than
- Weight Loss

Smoking

- 1 in 5 Deaths / Year
- >1 pack/day Smokers Have 75% Higher Rate of Lost Production Time Than Nonsmokers
- \$27 Billion or \$3,856 Per Smoker per Year

Stress and Depression

- Stress and Depression Increase Health Care Costs More Than Obesity, Smoking, or High Blood Pressure Combined.
- Accounts For 20% of Absenteeism and Turnover
- Costs \$300 Billion/Yr

Drug and Alcohol Abuse

- Absenteeism is 2-3x Higher Drug and Alcohol Users
- 3x as Many Sickness Benefits
- File 5x as Many Workers' Compensation Claims

Relaxation Response



- ➔ ↓ heart rate
- ➔ ↓ breathing
- ➔ ↓ blood pressure
- ➔ conserve energy
- ➔ strengthens body inside

Stress Response



- ➔ ***Fight or Flight***
- ➔ ↑ heart rate, blood pressure & breathing for more oxygen
- ➔ ↑ metabolism
- ➔ ↑ blood glucose
- ➔ blood thickens



Guided Relaxation Technique: 20 minutes a day

- 20 minutes of Guided Relaxation a day can improve how your body responds to stress by:
 - Slowing your heart rate, meaning less work for your heart
 - Reducing blood pressure,
 - Slowing your breathing rate,
 - Reducing the need for oxygen,
 - Increasing blood flow to the major muscles,
 - Lessening muscle tension.

