

# PRESENTATION



COMMERCIAL VEHICLE  
— SAFETY SUMMIT —

**Best Practices for  
Industry & Law Enforcement Partnerships**

November 19-20, 2019  
Northampton, Massachusetts

**FMCSA Eastern Service Center Region**

**Law Enforcement – State Truck & Bus Associations – Drivers Licensing Agencies -  
Government**

# THE PROBLEM IS EASY TO IDENTIFY

1 out of 3 Americans is  
obese

2 out of 3 truck drivers are  
obese

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# National Health Statistics Reports

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Number 122 ■ December 20, 2018

## Mean Body Weight, Height, Waist Circumference, and Body Mass Index Among Adults: United States, 1999–2000 Through 2015–2016

by Cheryl D. Fryar, M.S.P.H., Deanna Kruszon-Moran, Sc.M., Qiuping Gu, M.D., and Cynthia L. Ogden, Ph.D.

**Mean weight, waist circumference, and BMI in adults have increased over the past 18 years. Mean weight increased by 24 lbs.**



# CDC: 80 percent of American adults don't get recommended exercise

BY RYAN JASLOW

UPDATED ON: MAY 3, 2013 / 12:03 PM / CBS NEWS



The U.S. government recommends adults get at least 2.5 hours of moderate-intensity aerobic exercise each week or one hour and 15 minutes of vigorous-intensity activity

# THE WAR AGAINST OBESITY

169 million adult Americans are overweight or obese

\$180 Billion per year

National Security Threat

Transportation industry unhealthiest sector of the economy – highest rate of obesity!

# THE UNHEALTHIEST OCCUPATION IN AMERICA

HIGHEST RATE OF OBESITY – 69%

HIGHEST RATE OF METABOLIC SYNDROME

LOWEST LIFE EXPECTANCY – 61 TO 64 YEARS  
OF AGE

2012- MOST FATALITIES

# THE REALITY: LIMITATIONS OF LIVING ON THE TRUCK

1. YOU ARE LIVING IN A BOX
2. YOU DON'T HAVE ACCESS TO A KITCHEN
3. YOU HAVE FOOD STORAGE LIMITATIONS
4. LIMITED ACCESS TO LOCAL FARMERS MARKETS
5. LIMITED ACCESS TO SPECIALTY STORES
6. LIMITED ACCESS TO GYMS

# Attacking At Ground Zero: Prime Inc.

Fleet BMI: 33.04 – 59%

CDC estimated cost of obesity for 6178 drivers:  
\$6,000,700.00

Obese drivers 20% to 30% more likely to  
develop severe obstructive sleep apnea

Obese drivers with sleep apnea cause 45%  
more accidents than normal weight drivers





**2007 Large Truck Crash Study:  
over-the-counter drug use, illness and  
fatigue was a factor in 47,000 truck  
accidents (33%)**

In 2017, at least one driver-related factor was recorded for 32 percent of the large truck drivers in fatal crashes.

"Impairment (Fatigue, Alcohol, Illness, etc.)" was the second most common for passenger vehicle drivers.

HEALTHY DRIVERS ARE NOT USING PRESCRIPTION AND OVER THE COUNTER MEDICATION, THEY ARE NOT ILL, AND THEY HAVE LESS FATIGUE ISSUE.

**IF YOU WANT SAFER HIGHWAYS,  
YOU NEED HEALTHIER DRIVERS!**

THE SOLUTION IS  
KNOWN  
SIMPLE  
AND CLEAR

- TWITTER
- FACEBOOK
- INSTAGRAM
- PODCASTS
- LINKEDIN
- YOU TUBE

# Overdrive

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GATS 2017 | Overdrive Radio | Custom rigs videos | ELD mandate | Roads 511 | Events | Voices | CSA's Data Trail

### RELATED POSTS

The difference between passionate speech and the truth

'Rigs without eigs' cessation campaign from the Truckers' Fund

Large fleet gets exemption for pre-CDL drivers

POLL: Do you support Republicans?

## Prime driver wins triathlon award

INDUSTRY BRIEFS | Overdrive Staff | October 12, 2011

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Siphiwe Baleka, a driver for Prime, Inc., won the male 40-44 division of the Powerman Muncie Sprint Triathlon Saturday, Oct. 1, with a time of 1:09:32. The contest includes separate stints in swimming, biking and running.

Baleka runs Fitness Trucking Inc., a company that sells DVD exercise videos for drivers that they can do in the truck or outside the cab in 30 minutes or less to keep a regular exercise routine and stay fit while on the job.

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### POPULAR POSTS

ELD mandate: Sounding knell for the American d

Voices on the call for a s starting October 3

Trucker follows GPS dire pedestrian-only Atlantic Boardwalk



### CHANNEL 19

Todd Dills

## Long-haul swimmer adds running, biking to his competitive repertoire

CHANNEL 19 | Todd Dills | August 02, 2011

Share Tweet LinkedIn Email Pin It reddit this

Siphiwe Baleka (pictured), whom you will remember as the Prime-leased owner-operator who competed and walked away with a couple titles in the U.S. Masters National Swimming championships [I wrote about in May](#), has made headlines yet again — this time not just for his swimming prowess. He placed 56th of 577 competitors at the Warsaw Optimist Sprint Triathlon qualifier for the U.S.A. Triathlon organization running and biking in addition to swimming. [Take a look at the story on his website for more](#), where you can also find tips from his work as a fitness coach for long-haulers in Fitness Trucking, Inc.

The qualifying run puts him in contention for the U.S.A. Triathlon 2011 Age Group National Championships Aug. 20 in Burlington, Vt.



# COMPETING FOR THE TITLE OF AMERICA'S FITTEST TRUCKER





# Siphiwe Baleka





Teens and adults alike are texting while driving. It's your promise to drive safe!  
**TEXTING KILLS! Take the Pledge today!**  
KOLR 10 HD JIMMY MICHEL MOTORS  
[click here](#)

Alerts

Flood Warning

## Truck Driver Fitness - 2/18/15

02/19/2015 08:44 AM 02/19/2015 08:45 AM



Ozark **Siphwe Baleka**  
HEALTH AND FITNESS COACH

Trending **KY3** Safe and Sound Watch KY3 News Download KY3 Weather App Live Cameras Upload We

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## Champion athlete turned truck driver aims to improve health of industry



Linda Russell, [lrussell@ky3.com](mailto:lrussell@ky3.com)



Tom Schultheis, [tschultheis@ky3.com](mailto:tschultheis@ky3.com)

POSTED: 06:16 PM CDT Apr 02, 2015 | UPDATED: 10:59 PM CDT Apr 02, 2015

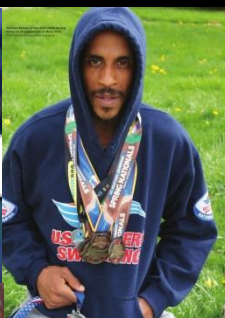
Print

g+1 2



Champion athlete turned truck driver aims to improve health of industry





## IN FOR THE LONG HAUL

**LOW-BALD TRUCKER, FLEXI-ARMED AND SLEAZE-OUTRAGED, SHARES HIS REASON FOR STAYING**

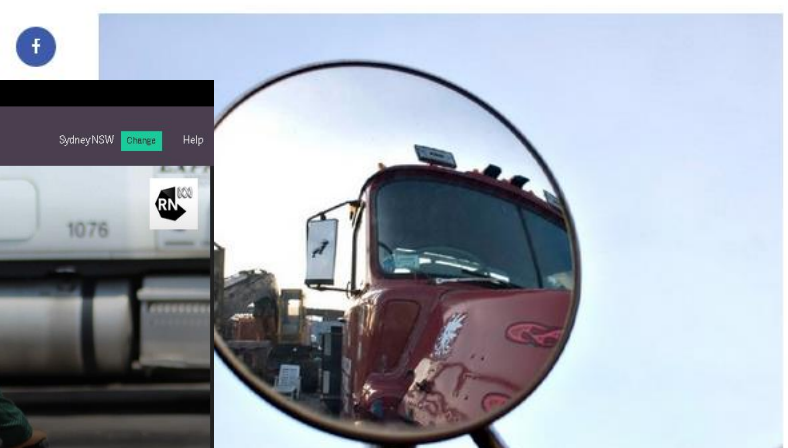
With long hours behind the wheel and fast-food rest-stop meals, long-haul truck driving is one of the unhealthiest professions in the U.S. One man is trying to change that.

- The Myth of Police Reform  
By Ta-Nehisi Coates
- The Album Is Immortal  
By Spencer Kornhaber
- Food: The Newest Celebrity  
By Megan Garber

# The Fitness Guru of the Trucking Industry

With long hours behind the wheel and fast-food rest-stop meals, long-haul truck driving is one of the unhealthiest professions in the U.S. One man is trying to change that.

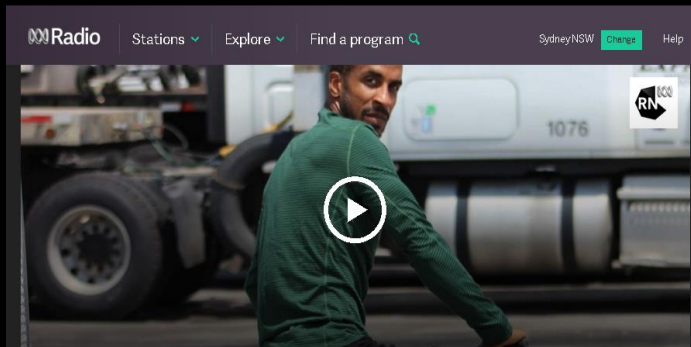
MACKENZIE LOBBY HAVEY | MAR 25 2015, 8:00 AM ET



## Changing Lanes: Fitness Trucking

by FOX Sports Live

Former Yale swimmer Siphwe Baleka overcame difficult circumstances and found an interesting ways to keep truck drivers healthy and fit.



**Fitness for truck drivers—it's possible**

with Natasha Mitchell on RN

Wednesday 15th April

**Summary**

How do you juggle health and fitness when you're a truckie? Two new fitness programs, one in the US and another in Australia, are combining new technology with simple strategies to improve the health of truck drivers.

IMAGE SUPPLIED





NEW THIS MORNING

"AMERICA'S FITTEST TRUCK DRIVER"  
HELPING TRANSFORM LIVES WITH 4-MINUTE WORKOUT





# Kardashian Transformation!!!





### The Vicious Cycle

**Irregular Hours, 16 to 20 Hour Days,  
Interrupted Sleep = Sleep Deprivation**



## LEPTIN AND GHRELIN

Sleep deprivation affects your body's ability to regulate hunger by causing a decrease in serum *leptin* and an increase in serum *ghrelin* in your body.

# METABOLIC SYNDROME

is a combination of medical disorders that, when occurring together, increase the risk of developing cardiovascular disease and diabetes.

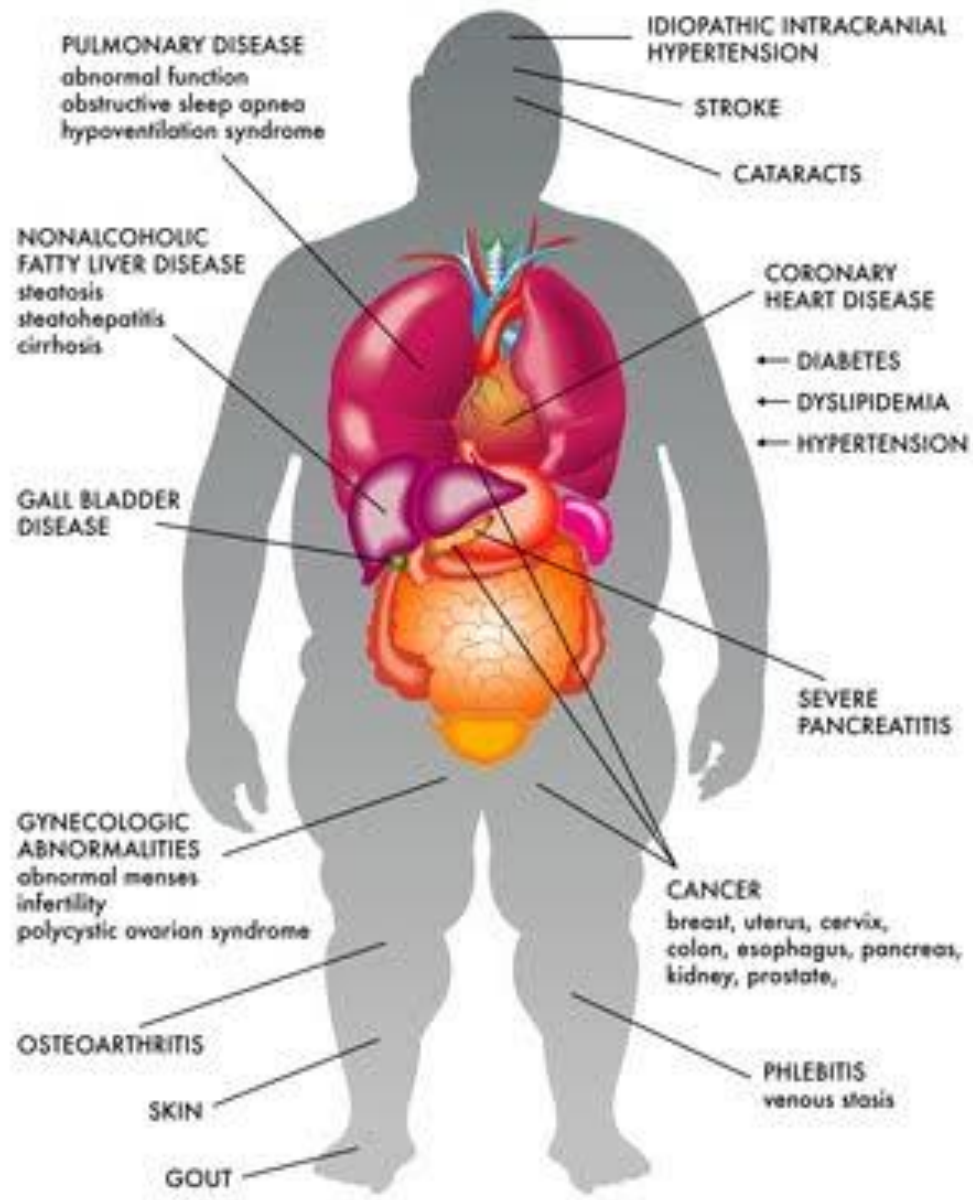


# METABOLIC SYNDROM

## Risk factors

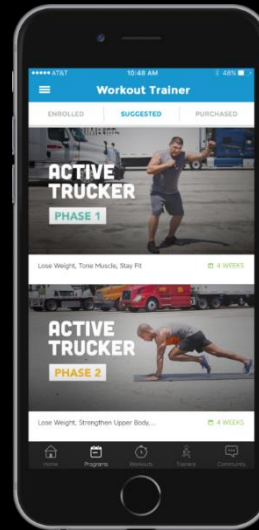
- Stress
- Overweight and obesity
- Sedentary lifestyle
- Aging

# METABOLIC SYNDROME

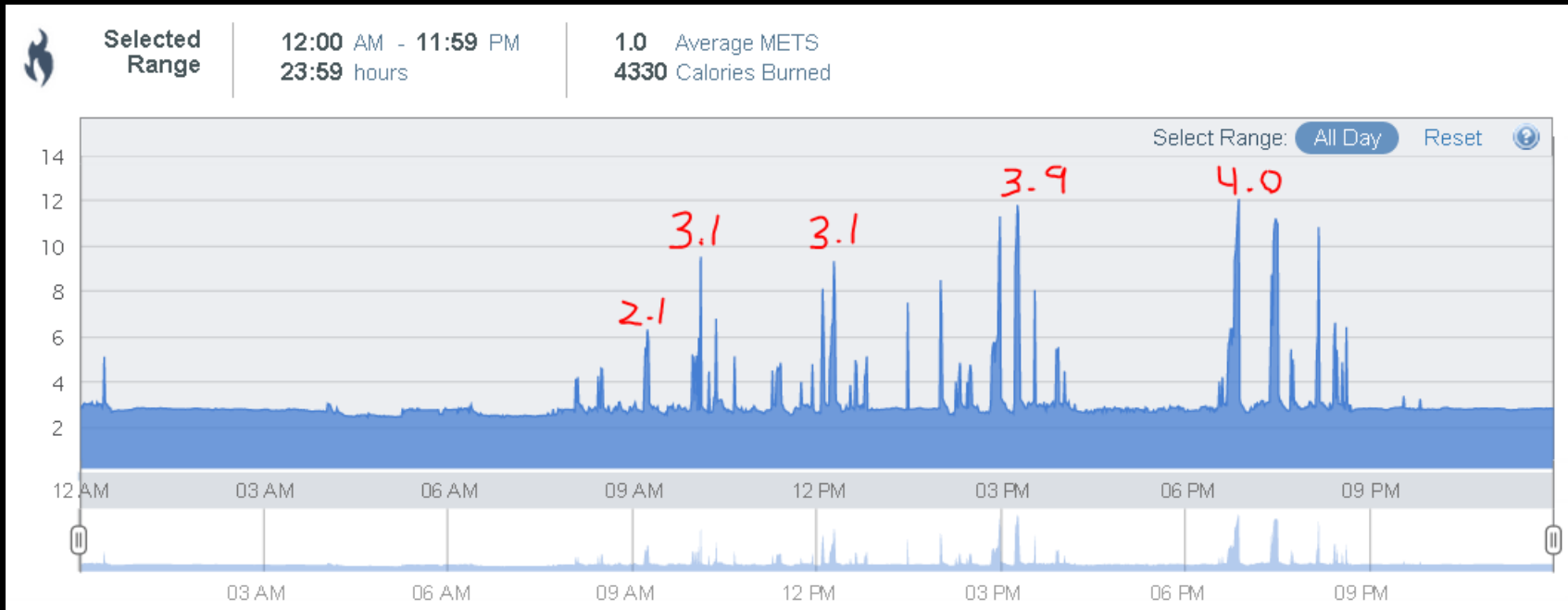


# Driver Health and Fitness 13 Week Program

- Voluntary Program
- Complete Online Application
- Attend A Day of Orientation
- Do the Active Trucker Workouts & Log Your Food in Cronometer To Increase Fat Burning While Driving
- Receive Specific, Detailed Personalized Coaching Utilizing Your Data Each Week

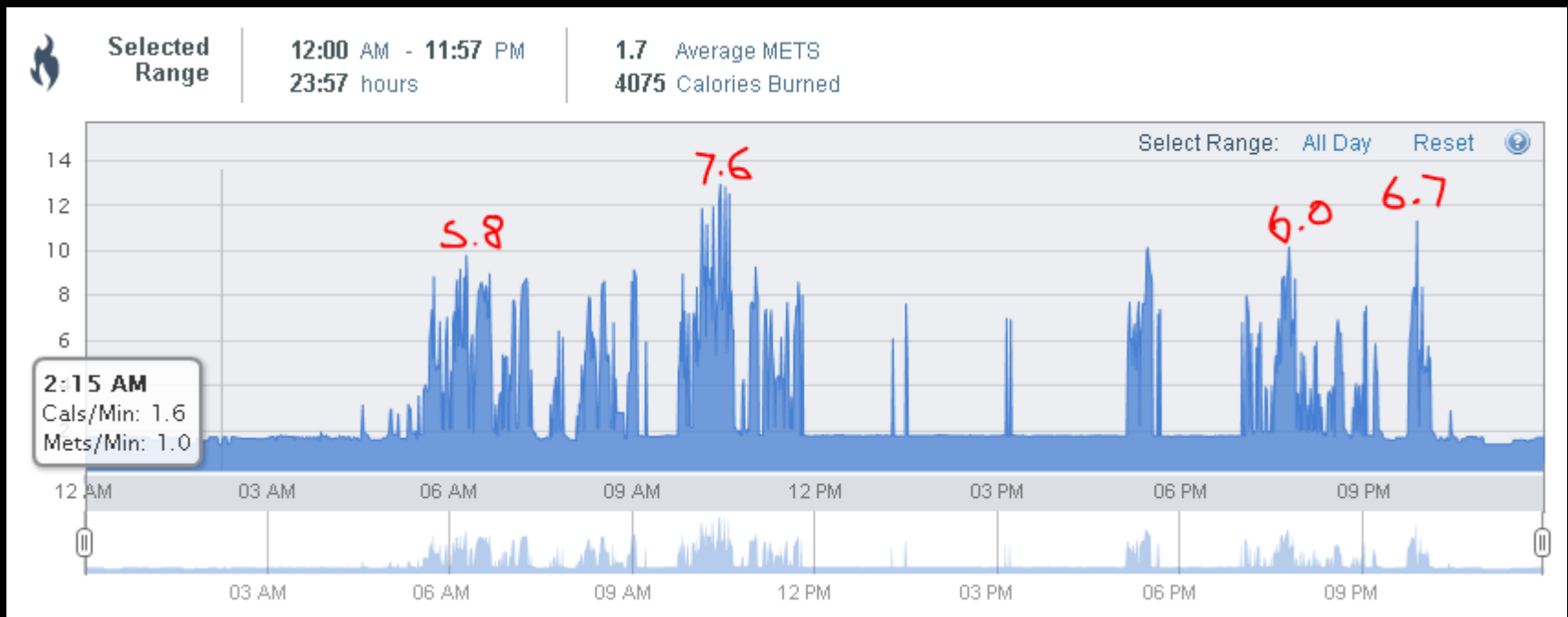


# TYPICAL DAY

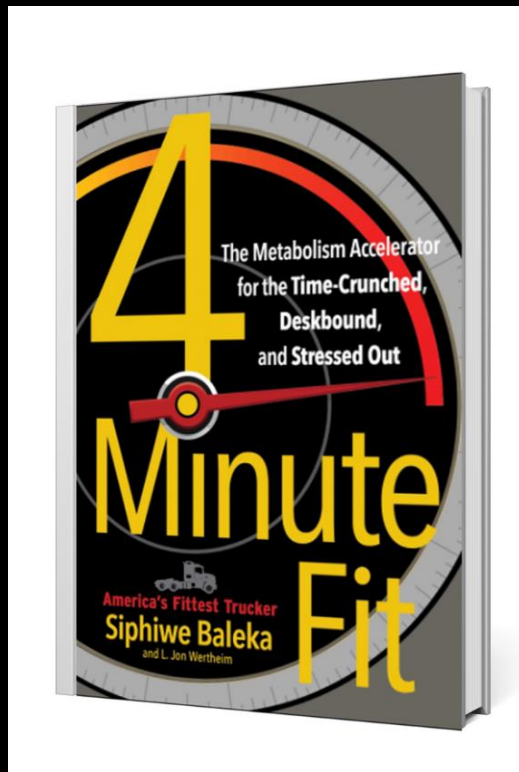




# WHAT IT SHOULD LOOK LIKE



# OBESITY WAR PLAN FOR AMERICA



## Step 1.

Turn your metabolism on before you start your shift

Do any movement you can

Move with maximum intensity for 4 minutes

## Step 2.

Eat protein every 3 hours

Gradually reduce the amount of carbohydrates you eat and drink

Average BMI decreases from  
**38.3 to 35.6 (7% Reduction)**

Average weight loss is  
**19.3 lbs. or 7.3%**

# Compare to

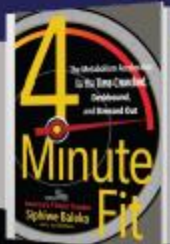
	Primary Care Providers	Weight Watchers	DHF Enrolled	DHF Completed
Weight Gain/No Loss	44%	14	1.7	<b>3.3%</b>
5% to 9.9% Weight Loss	20%	28%	28.5%	<b>56.7%</b>
>10% Weight Loss	13%	32%	7.7%	15.20%
Lost more than 5%	33%	60%	36.2%	<b>72%</b>

# MAKE AMERICA FIT AGAIN



I WANT YOU

TO DO 4 MINUTE FIT



Win The War Against Obesity! Each day make sure to:

1. Turn your metabolism on.
2. Do any movement that you can do.
3. Move with maximum intensity for 4 minutes.
4. Eat protein every three hours.
5. Gradually reduce the amount of carbohydrates you eat and drink.

The WHAT to do and HOW to do it is simple and clear:

1. Turn your metabolism on before you start your shift
2. Do any movement you can
3. Move with maximum intensity for 4 minutes
4. Eat protein every 3 hours
5. Gradually reduce the amount of carbohydrates you eat and drink

# Driver Health and Fitness is a MORAL issue!

We wouldn't send astronauts into outer space without training in zero gravity and giving them a space suit.



# What you need to be an astronaut



Staying fit in low or zero gravity is one of the great challenges of long term space travel

Boots in the latest spacesuits designed for the Starliner are made by Reebok



The first is a degree in one of three areas, science, technology, engineering and mathematics



You can wear glasses, as long as they correct your vision to 20/20



You must be physically fit



Nasa astronauts also need at least three years' experience in their chosen field of expertise or 1,000 hours piloting a jet aircraft



Age need not be a barrier. Astronauts are getting younger all the time, although the youngest man in space Gherman Titov, 25



Being short made it easier to fit into the cramped capsules. The newest, the Boeing Starliner, are spacious by comparison

Source: The National

Why are we sending good men and women into a known environment that destroys their circadian rhythms and metabolism with no training and no protection?



**Health and Fitness is a PATRIOTIC DUTY!  
We MUST build a MOVEMENT to WIN THE WAR AGAINST OBESITY!**

**MAKE  
AMERICA  
FIT AGAIN**

**I WANT YOU  
TO DO 4 MINUTE FIT**

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Government

**WE, THE PEOPLE IN THIS ROOM,  
HAVE A UNIQUE OPPORTUNITY  
TO LEAD AND WIN  
THE WAR AGAINST OBESITY!**

**We MUST CHANGE THE BEHAVIOR of the nation!  
We MUST build a MOVEMENT to WIN THE WAR AGAINST OBESITY!**

**MAKE  
AMERICA  
FIT AGAIN**

**I WANT YOU**

**TO DO 4 MINUTE FIT**

**4**  
The Revolutionary Solution  
to the Epidemic of  
Endocrine and  
Metabolic Fat  
**Minute  
Fit**  
with  
Daphne Estrella

**Win The War Against Obesity! Each day make sure to:**

1. Turn your metabolism on.
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3. Move with maximum intensity for 4 minutes.
4. Eat protein every three hours.
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## Breakthrough: Over 100 years ago, an ingenious ad campaign for Pepsodent helped save the teeth of a nation

Dec 13, 2017 E.L. Hamilton



Just over 100 years ago, you woke up in the morning, maybe changed your clothes, and went about your business, whether that was milking cows or working in a factory. You had breakfast, but you didn't brush your teeth. You went to sleep at the end of the day—again

In the early 1900's only 7% of American household brushed their teeth or at least had toothpaste in their houses.

During World War 1 most of the Army recruits had such poor oral hygiene that the military considered dental disease a national crisis.

10 years after 1st Pepsodent campaign launch more than 65% of Americans developed a daily habit of brushing their teeth. By the end of the World War 2 the American military downgraded their concern for oral hygiene because a lot of recruits had established a daily brushing routine.



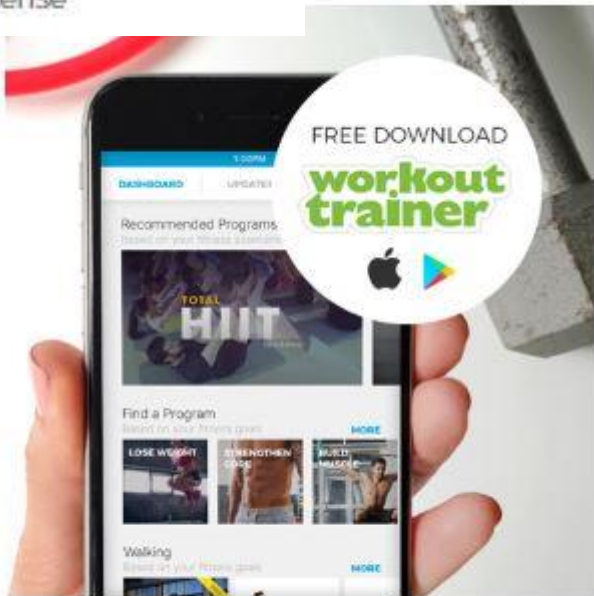


LEADING THE WAR AGAINST OBESITY

# Are You Ready to FIGHT?

BY: SIPHIWE BALEKA, FOUNDER, FITNESS TRUCKING

4 Minute Fit Day For  
NTDAWW  
4 minutes, Intense



In the last issue, I wrote, "Now imagine if every day 1.5 million over-the-road drivers were seen doing their '4 Minutes' at truck stops across America. That would be an exercise movement of gigantic proportions! Who says this could never happen? Why can't there be a mass health movement among truck drivers? Someone needs to take the lead."

After I wrote that, I read about Claude Hopkins who led an advertising campaign for a minty toothpaste called "Pepsodent." At that time in the early 1900s, brushing teeth was not a common behavior. Only seven percent of American households brushed their teeth or had toothpaste. The military considered dental disease a national crisis because most of the World War I Army recruits had poor oral hygiene. If you're old enough, you might recall a catchy advertising jingle that started in 1948, "You'll wonder where the yellow went, when you brush your teeth with Pepsodent."

Ten years after Hopkins' first ad campaign, more than 65 percent of Americans developed the daily habit of brushing their teeth, and by the 1930s, Pepsodent was sold throughout the world. For more than 30 years, Pepsodent was the top-selling American toothpaste, earning billions of dollars.

I also started reading about Hank Jansen. He was quite the trucking industry pioneer. In 1952, he bought a share of Lynden Transfer in Lynden, Washington, and he wanted to expand its service by heading north to Alaska. Everyone was skeptical and told him the Alcan Highway from Seattle up to Anchorage, Fairbanks and Prudhoe Bay, presented an impossible obstacle for a truck. Two years later Jansen's first Kenworth trailer left Seattle destined for Fairbanks, carrying meat for Carr's Market. The success of the first trip was critical and led to Lynden becoming a household name in Alaska by transporting fresh produce, dairy products and meat. The drivers and mechanics at Lynden were generally loggers and farmers with a strong work ethic, a can-do spirit and the drive to do the impossible with limited resources. These drivers and mechanics were the heart and soul that overcame the extreme challenges of the Alcan Highway.

### Reaching Crisis Proportions

Now, we're faced with a similar situation—an impossible task with limited resources, requiring massive social and behavioral change. Only 22 percent of American adults are exercising. Mean weight has increased by 24 pounds over the last 18 years. In 2015, Major General Allen Batschelet of the U.S. Army Recruiting Command told CNN that "Just under three in 10 young people, ages 17 to 24, can join the Army today—and the other armed services for that matter—and the single biggest disqualifier is obesity." Later that year, the LA Times reported

**ONLY 22% of American adults are exercising**

that 67 million Americans over the age of 25 are obese. Another 62.5 million are overweight. That adds up to almost 170 million Americans having a weight problem. If oral hygiene was the nation's national health crisis 100 years ago, today's national health crisis is clearly obesity.

**"Just under three in 10 young people, ages 17 to 24, can join the Army today—and the single biggest disqualifier is obesity."**

If individually and collectively we can summon that can-do spirit of the truck drivers who overcame the extreme challenges of the Alcan Highway, so can we. If the over-the-road brotherhood and sisterhood could bond together in a single national campaign to take 4 minutes to move with maximum intensity before they started driving each day, then I believe that truck drivers will lose a significant amount of weight and can become the model for corporate wellness. By showing that winning the war against obesity is possible, professional truck drivers can teach America the simple technique of turning on your metabolism before you start work ~~at school. If was a nation can learn to do that in the same way that we learned to brush our teeth before starting the day, obesity will no longer be a national emergency.~~

**Circle September 8 on Your Calendar**  
Sept 08

Yes, truck drivers can lead the war against obesity!

How are we going to do it?

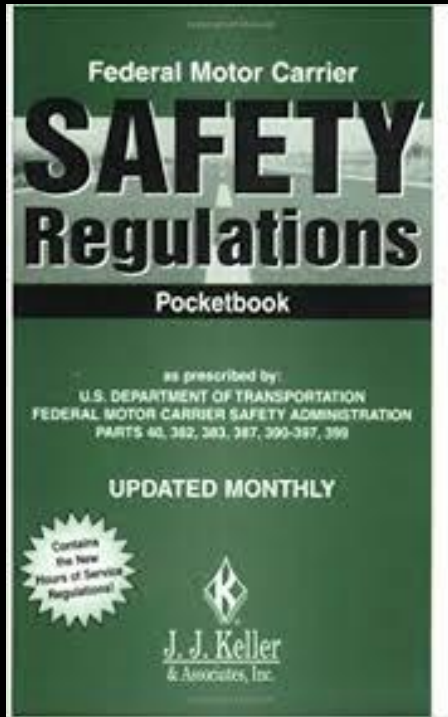
Annually since 1998, the trucking industry has set aside the third week of September to recognize and thank its professional drivers. In 2014, the former "NTDAW" became known as National Truck Driver Appreciation & Wellness Week, or NTDAAW, thanks to the pioneering efforts of Robert Low, who, as the Chairman of the Truckload Carriers Association at the time, said, "During NTDAAW, companies can continue hosting driver appreciation events and providing giveaways like they've done in the past, but we're asking that they mix in some type of health component." That year, TravelCenters of America teamed up with the TCA and state trucking associations to coordinate a number of health-oriented events.

This year, on September 8, to kick off the NTDAAW, we are calling on all drivers and everyone who works in the industry to move with as much intensity as you can muster to jumpstart this national 4-Minute Fit movement. If more than a million people are willing to have a bucket of ice water dumped on their heads for charity, surely, we can get as many to "do their 4 Minutes."

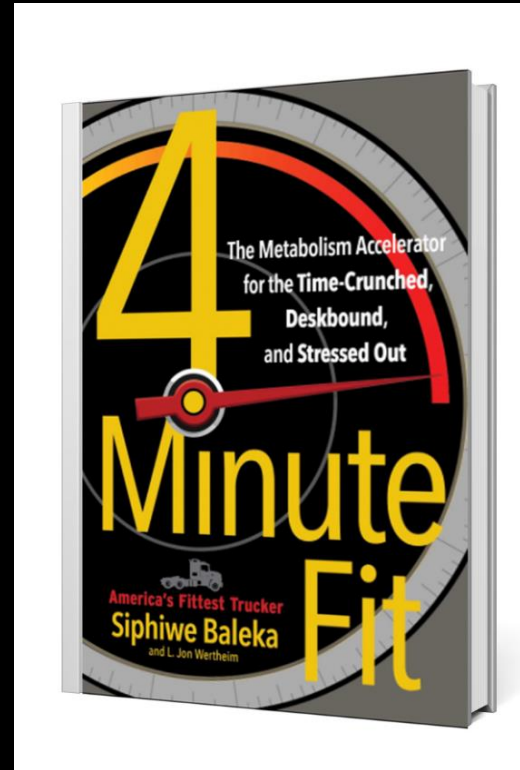
In the July-August issue, I'll explain how you can join the movement to track and monitor your movement and show America that people in the trucking industry are serious about changing their individual and collective behaviors.

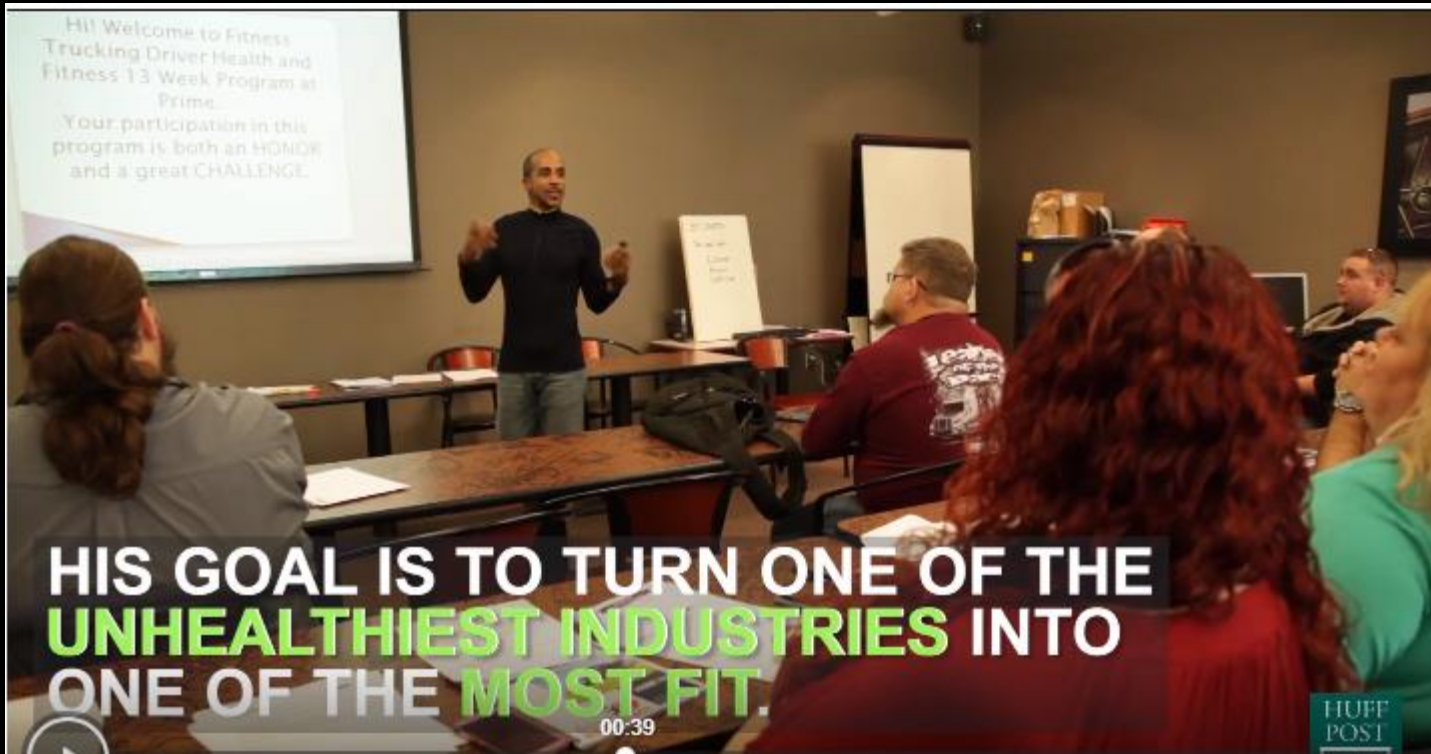
Why wait? Start now! Google 4-Minute Fit: The Metabolism Accelerator. Then lead the charge on Sunday, September 8.

# NATIONAL 4 MINUTE FIT DAY, SEPTEMBER 8



?





HIS GOAL IS TO TURN ONE OF THE UNHEALTHIEST INDUSTRIES INTO ONE OF THE MOST FIT.

FMCSA can make 4 Minute Fit training mandatory.