



Employee Injury Prevention Training Videos – Charlie Morecraft Training Network

Charlie Morecraft and the staff work closely with a team of extraordinary speakers with a similar message to Charlie's. All our speakers have real, hands-on, personal experience in the field. Each speaker has a unique story with a universal bottom-line message, Safety is ALL about YOU!

As part of our training network, we introduced an Award-Winning Injury Prevention Video Package for Leadership and Employees designed by Michael Melnik, a nationally recognized speaker and injury prevention specialist who has played an instrumental role in the national back injury prevention programs at major corporations nationwide. All the valuable training videos are now available 24/7 via streaming platform, easily accessible via computer, tablet, and smartphones.

Extended Package – Employee Reinforcement and Leadership Strategies

Perfect for organizations that want the full-length employee videos AND want to provide their leadership teams with an abundance of practical, powerful, and time-tested strategies to “energize” their safety efforts.

Most of these videos are 3 to 4 minutes long. Videos with “Quick Tip” in the title are all 90 seconds or less.

Program Contents:

- This package contains the 10 full-length training videos, included in the standard package, **PLUS more than 150 brief videos** for leadership and employees (90 seconds to 4 minutes each).
- These videos were created to reinforce the information in the full-length employee training programs.
- Perfect for toolbox talks, start-up meetings or as a “safety moment”.
- It also offers **dozens of short videos for the leadership team** that provide simple, practical and effective strategies that have helped companies across the country generate the greatest impact from their safety efforts.
- Comprehensive User's Guide that offers tips for effective use included with your subscription.
- The videos can be viewed 24/7 on computers, tablets or smartphones.
- Content available in English and Spanish, both languages included in your subscription package.



Videos included in this package:

Video #1: The Back Owner's Guide to Lifting and Stretching (English and Spanish)

You've heard it all before...bend your knees and keep your back straight! If it were really that simple we'd all be lifting this way and back injuries would be a thing of the past. The fact is that there is no single correct way to lift. There are however, better, less demanding and safer ways to lift and that's what this DVD is all about. In this program, Michael introduces the viewers to 3 simple and memorable principles, "Keep it Close and Keep the Curves", "Build a Bridge" and "Feet First". Utilizing these principles anyone can take a demanding lift and make it "better", "safer" and "less demanding" on the back. Length: 16 minutes.

Video #2: Blink! A Practical Approach to Workplace Stretching – Employee Version (English and Spanish)

For years, organizations have attempted to integrate stretching into the workday. The problem has been employee resistance, time constraints, perceived costs, and low compliance. This video introduces a fun, simple, practical, and EFFECTIVE strategy that allows organizations to bring stretching into the workplace in a way that maximizes participation, reduces resistance and gets great results. This video is aimed at employees, and it introduces the concept of "Blink!" and demonstrates a variety of simple and effective workplace stretches. Length: 11 minutes.

Video #3: Blink! A Practical Approach to Workplace Stretching – Manager Version (English and Spanish)

This video is aimed at the leadership team, and it offers simple and practical strategies for implementing the "Blink!" process. Length: 10 minutes.

Video #4: A Better Way to Lift (English and Spanish)

In this highly entertaining video with engaging visuals, Michael introduces the 3 principles that can make any lifting situation "better" and "less demanding". Length: 14 minutes.

Video #5: A Bit about Backs (3 Modules)

This unique 3-module video breaks the mold of traditional education approaches by presenting important information in an entertaining and humorous style. The modules effectively teach problem-solving skills, while high energy, humor and creative visuals capture the viewer's attention and motivate change. Length: 11 to 14 minutes per module.

Video #6: On the Road: The Lighter Side of Lifting

In this fun, engaging and award-winning video, you follow Michael as he hits the road to find "better" ways to perform material handling in a variety of real-life situations. For years, people have been



instructed in the “right way” to lift. While the perfect lift isn’t always possible, viewers will be introduced to some simple and practical strategies that can make every lift less demanding. Length: 21 minutes.

Video #7: Stretching Out at Work

This DVD describes and demonstrates actual stretching and warm-up activities that can be incorporated into the work environment. This video shows how stretching and warm-up exercises prior to and during work activities reduce injuries while increasing employee comfort. Michael introduces 3 of his time-tested strategies as he directs the viewers to “Let your body know what’s coming”, “Let your body breathe” and “Remember the rule of opposites”. Length: 12 minutes.

Video #8: Take Five for Health and Safety (5 modules)

This fun and informative series of 8-minute videos addresses sitting, standing, stretching, ergonomics and lifting in 5 unique, individual, and entertaining segments. Each video utilizes a talk show format with Michael as the featured guest. The creative commercials between each segment drive home the key points of injury prevention. Each video is a great length for a quick review of these important topics. Length: 8 minutes per module. Length: Approximately 8 minutes per module.

Video #9: Batteries Not Included: The Energized Approach for Achieving Great Programs (Leadership Video)

Having trouble getting a safety initiative off the ground? Not sure how to get employee buy in? Is your company going through changes and you find yourself facing resistance? Have a shelf full of good programs that you’d like to turn into great ones? The Energized Approach for Achieving Great Programs will help you “power-up” your program, your employees, and your workplace. Organizations that focus on the 10 Essential Energy Sources create environments that are ready for action! Using real life examples, great visuals and an easy and humorous style, Michael will introduce you to “The Energized Approach” that will maximize the investment for all your organizations’ programs. Length: 30 minutes.

Video #10: From Knowing to Doing: Effective Safety Training Strategies: (Leadership Video)

For years, classroom training has been the method of choice for influencing safe behaviors. Unfortunately, it has become abundantly clear that there is a huge difference between what employees learn in the classroom and what they do with what they learned. While information has a great deal of value, its impact is not only influenced by the strength of the content, but also by how the content is developed, packaged, delivered, and supported. This fun, high energy program takes a critical and humorous look at training and offers insights and strategies for training that not only influences what participants know, but also what they do.



In addition, we included 150+ short coaching videos in this package. These videos average 3 to 4 minutes in length. Many are 90 seconds or less. The employee videos can be shown by leadership team members to reinforce the content presented in the full-length videos. These can be used as a part of a safety meeting, during a start-up meeting or toolbox talk or as a “safety moment” to kick off a meeting on any topic.

Coaching Videos

Category: Back Injury Prevention

- A Day in the Life of a Back Injury Prevention Program
- A Day in the Life of a Back Injury Prevention Process
- A Day in the Life of the Energized Approach
- Back Injury Prevention – Accountability
- Back Injury Prevention – Commitment
- Back Injury Prevention – Communication
- Back Injury Prevention – Consistency
- Back Injury Prevention – Creativity
- Back Injury Prevention – Flexibility
- Back Injury Prevention – Fun!
- Back Injury Prevention – Inclusion
- Back Injury Prevention – Recognition
- Back Injury Prevention – Respect
- Back Injury Prevention – The Emotional
- Back Injury Prevention – The Physical
- Back Injury Prevention – The Rational
- Back Injury Prevention – Accountability – Quick Tip
- Back Injury Prevention – Commitment – Quick Tip
- Back Injury Prevention – Communication – Quick Tip
- Back Injury Prevention – Consistency – Quick Tip
- Back Injury Prevention – Creativity – Quick Tip
- Back Injury Prevention – Flexibility – Quick Tip
- Back Injury Prevention – Fun! – Quick Tip
- Back Injury Prevention – Inclusion – Quick Tip
- Back Injury Prevention – Recognition – Quick Tip
- Back Injury Prevention – Respect – Quick Tip
- Back Injury Prevention – The Emotional – Quick Tip
- Back Injury Prevention – The Physical – Quick Tip
- Back Injury Prevention – The Rational – Quick Tip
- REP for Back Injury Prevention

Category: Stretching and Warm-up Programs

- Blink: Manager Version – English
- Blink: Manager Version – Spanish



- Stretching and Warm- up Programs
- Stretching and Warm- up Programs – Quick Tip
- Stretching and Warm- up: One Companies Approach Part 1
- Stretching and Warm- up: One Companies Approach Part 2
- Stretching Out at Work
- Stretching: Accountability – Quick Tip
- Stretching: Commitment – Quick Tip
- Stretching: Communication – Quick Tip
- Stretching: Consistency – Quick Tip
- Stretching: Creativity – Quick Tip
- Stretching: Flexibility – Quick Tip
- Stretching: Fun – Quick Tip
- Stretching: Inclusion – Quick Tip
- Stretching: Recognition – Quick Tip
- Stretching: Respect – Quick Tip

Category: General Safety

- Building a Safety Community
- Change as an Invitation
- Changing Habits
- Habits
- Habits – Quick Tip
- Healthy Traveling Part 1
- Healthy Traveling Part 2
- Incentives – Quick Tip
- Incentives and Recognition
- Incentives and Recognition – Quick Tip
- The Myths and Misconceptions of Training – Quick Tip
- The Role of Employees in a Safety Process
- The Role of Employees in a Safety Process – Quick Tip
- The Role of Management in a Safety Process
- The Role of Management in a Safety Process – Quick Tip
- The Role of Supervisors in a Safety Process
- The Role of Supervisors in a Safety Process – Quick Tip
- What does management commitment look like – Quick Tip
- Introducing Change – Quick Tip
- Invitation vs. Declaration
- Priorities vs. Values: Quick Tip
- REP: Quick Tip
- Safety Is
- Safety Is! Quick Tip

Category: Effective Training Strategies

- Employee Training – Effective Delivery



- Employee Training – Market Research and Product Development
- Employee Training – The Rational
- Employee Training – The Emotional
- Employee Training – The Emotional: Part 2
- Employee Training – The Physical
- Employee Training in a Back Injury Prevention Process
- From Knowing to Doing
- From Knowing to Doing – Quick Tip
- Training: Accountability – Quick Tip
- Training: Commitment – Quick Tip
- Training: Communication – Quick Tip
- Training: Consistency – Quick Tip
- Training: Creativity – Quick Tip
- Training: Customer Service – Quick Tip
- Training: Flexibility – Quick Tip
- Training: Fun – Quick Tip
- Training: Humor – Quick Tip
- Training: Inclusion – Quick Tip
- Training: Learning Styles – Quick Tip
- Training: New Product Introduction – Quick Tip
- Training: Recognition – Quick Tip
- Training: Respect – Quick Tip
- Safety Training is a product – Quick Tip

Category: Leadership Strategies

- Energized Quick Tip – Accountability Part 1
- Energized Quick Tip – Accountability Part 2
- Energized Quick Tip – Commitment
- Energized Quick Tip – Communication
- Energized Quick Tip – Consistency
- Energized Quick Tip – Creativity
- Energized Quick Tip – Flexibility
- Energized Quick Tip – Respect
- Energized Quick Tip – Fun!
- Energized Quick Tip – Inclusion
- Energized Quick Tip – Recognition Part 1
- Energized Quick Tip – Recognition Part 2
- Energizing Strategy Sessions
- Energy Source 1: Commitment
- Energy Source 2: Communication
- Energy Source 3: Consistency
- Energy Source 4: Accountability Part 1
- Energy Source 4: Accountability Part 2
- Energy Source 5: Inclusion
- Energy Source 6: Recognition Part 1



- Energy Source 6: Recognition Part 2
- Energy Source 7: Respect
- Energy Source 8: Creativity
- Energy Source 9: Flexibility
- Energy Source 10: Fun!
- Energy Up
- Ergonomics
- Fatigue is a Symptom
- Recognition: Quick Tip
- The Energized Approach
- The Energized Approach – Quick Tip
- The Energized Approach to Back Injury Prevention – Quick Tip
- The Energized Approach to Back Injury Prevention – Part 1
- The Energized Approach to Back Injury Prevention – Part 2
- The Energized Approach to Stretching and Warm- up

Category: Back Care

- Stand Up
- The Bowling Ball
- The Power of Posture
- The Rule of Opposites
- You call that a break?
- Back Care: Avoid Neck Pain
- Back Care: Bathroom Activities
- Back Care: Child Care
- Back Care: Driving
- Back Care: Housekeeping
- Back Care: Kitchen Activities
- Back Care: Lifting
- Back Care: Shopping
- Back Care: Sitting/Standing
- Back Care: Sleeping and Dressing
- Back Care: Stages of Recovery
- Back Care: The Cumulative Nature of Back Injuries
- Back Care: The Newspaper Lifting Accident
- Back Care: Tips for Safer Lifting
- Back Care: Yard Work
- Standing – Quick Tip
- Standing – Move/Fidget
- Standing – Get a Foot Up – Quick Tip
- Standing – Slight Bend in the Knees – Quick Tip
- Standing – Staggered Stance – Quick Tip
- How Back Injury Prevention Feels – Quick Tip
- I didn't need any help!
- I want my couch back!



- Lifting: Build a Bridge – Quick Tip
- Lifting: Feet First – Quick Tip
- Lifting: Keep it Close – Quick Tip
- The Lighter Side of Lifting
- Principles of Lifting
- The Art of Standing

Category: Stretching

- Stretch for Comfort
- Stretching
- Stretching out at work
- The Art of Stretching
- Flexibility
- Blink!
- The Cat Story
- The Rule of Opposites – Quick Tip
- Your #1 Fuel Source is Oxygen
- Warming up

Category: General Wellness

- Cardiovascular Endurance
- Changing Habits
- Dealing Effectively with Stress
- Energy Up
- Fatigue is a Symptom
- Fatigue is a Symptom – Quick Tip
- Let Your Body Breathe – Quick Tip
- Muscle Strength
- Sleep Well
- Sleep Well: Quick Tip
- Stress! – Quick Tip
- The Brain/Body Disconnect
- The Newspaper Lifting Incident – Quick Tip
- The Power Position – Quick Tip
- The Single Event Injury

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<https://charliemorecraft.com/product/employee-injury-prevention-training-videos-full-length-package/> or email us at info@charliemorecraft.com / toll-free (800) 783-0796



Full-Length Injury Prevention Videos

Full Length Videos for Employees: A Better Way to Lift - English



Video Categories:
 Full Length Videos for Employees

- A Better Way to Lift - English 14:29
- A Bit About Backs: Part 1 11:42
- Blink! - for employees - English 11:17
- Stretching Out at Work 12:44

To view the entire video library, click on the "Videos" link in the navigation bar. Videos with "Quick Tip" in the title are all 90 seconds or less. All others are 3 to 4 minutes in length. **Full length videos can be viewed by clicking a link below.**

- A Better Way to Lift - English and Spanish:** A fun, practical approach to material handling that combines live action with animation.
- Blink! - for employees - English and Spanish:** A simple and practical approach to stretching and warming up that reduces resistance and maximizes participation. This video provides the rationale for stretching throughout the day and is aimed at employees.
- Blink! - for managers - English and Spanish:** This video provides the leadership team with a description of the Blink process and strategies for implementation.
- The Back Owner's Guide to Lifting - English and Spanish:** Michael introduces simple and practical strategies for making every lift "better" and less demanding, regardless of the situation.
- The Lighter Side of Lifting:** Follow Michael as he heads out "on the road" to look at safer lifting techniques in a variety of "real-life" situations.
- A Bit About Backs: Parts 1,2 and 3:** This 3 module program injects humor and creative visuals to drive home the key points to back injury prevention.
- Take Five: Lifting (5 modules):** This fun and informative series of 8-minute videos addresses sitting, standing, stretching, ergonomics and lifting in 5 unique, individual and entertaining modules.
- Stretching Out at Work:** Michael identifies the benefits of incorporating stretching into the work day and introduces some basic stretches that can be for any type of work being performed.
- The Energized Approach:** This video is directed at the leadership team. It uses high energy, humor and time tested strategies for helping organizations get the most out of their safety efforts with less resistance and maximum participation.
- From Knowing to Doing:** This video is also directed at the leadership team and offers time-tested strategies for conducting safety training in a way that is impactful and long-lasting.

Click on the "Videos" link in the navigation bar above the video player to access these videos and many others.

To sign up for yearly subscription package please visit <https://charliemorecraft.com/employee-injury-prevention-training-videos-charlie-morecraft-training-network/>

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