

Subject: February 2010 WellNews

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BWI HEALTH PROMOTIONS™

Workforce & School Wellness

COMPREHENSIVE WELLNESS MANAGEMENT

BWI Health Promotions

February 2010



BWI's WellNews

Dear Colleague,



Welcome to the first edition of the *revamped* BWI's WellNews. Our corporate mission is to empower individuals to take personal responsibility for their health and make true lifestyle change. We are dedicated to the fight against America's health decline by offering health and wellness programming at places of employment, schools and within the community.

We want to share ways to improve your health and the health of those around you, whether you are a manager with the ability to decide on implementing a program or an individual who has decided it's time to commit to a resolution of leading a healthier lifestyle.

We are here to help you with your comprehensive wellness management needs. Contact us today to find out how.

Healthfully yours,

Shawna

Shawna R. Dosser, MS, CWPM
President, BWI Health Promotions
Health Education and Exercise Physiologist

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Educational Tip...

February is "American Heart Month." According to WebMD, knowing your blood pressure, cholesterol levels and waist size can help in the prevention of heart disease. Check out the [American Heart Association](#) for ways to fight America's No. 1 killer.

The Cause for Worksite Health Promotion



Research from WELCOA (Wellness Councils of America) shows that for every dollar an employer spends on preventative health, there is a \$3 to \$16 return on investment. The benefits have been documented - employees are healthier, they use fewer sick days and they are more productive.

Now is the time for employers to be proactive.

Why? The obesity rate is exploding worldwide. According to Ken Thorpe's "The Future Cost of Obesity" report released in November 2009, the United States is expected to spend \$344 billion on health care costs that are attributed to obesity in 2018, if rates increase at the current level.

"This study sounds a new alarm about the devastating impact of obesity on our country," stated Dr. Joe Thompson, director of the Robert Wood Johnson Foundation Center to Prevent Childhood Obesity. "Unless we reverse the obesity epidemic, a health system that is already buckling will break under the weight of preventable illness and related costs."

Employers can help by first learning the overall stats of their employees through comprehensive health assessments, which measure an individual's health behaviors, lifestyle habits and biometric data. Assessments are used to pinpoint a company's overall needs as well as identify individuals at high risk, and are vital to tracking the progress and success of any worksite health promotion program.

Our society is focused on tending to sickness rather than wellness and, as a result, we spend a lot on health insurance and very little on prevention. Companies that put more time and effort into prevention will see a noticeable return on investment.

Worksite Wellness...

BWI is now offering organizations easy-to-use Health Risk Appraisals (HRAs), which provide insight into workforce wellness and pinpoint risk factors that may be addressed through health initiatives at worksite wellness programs. Employers receive a company-wide executive report showcasing current data that reflects employees' overall health risks. Each employee receives a complete personal report detailing his or her health status. HRAs come in two versions: a portable, paper version used onsite or an electronic online format. [Click here](#) for a sample. Contact BWI to book an official HRA session for your employees today.



School Wellness...

Looking for an after-school program that will keep kids moving and learning about a healthier lifestyle in a fun way? BWI's "Be Fit Kids," for kindergartners through high schoolers, is aimed at decreasing childhood obesity, reducing the risk of juvenile diabetes and increasing daily physical activity. BWI's "Be



BWI Services



Fit Kids" program is tailored to meet your scheduling needs, with the option of 4, 8 or 12 weeks in duration. Program content includes pre- and post-assessments, innovative health education workshops designed especially for kids (e.g., Health & Wellness Quiz Game Show, food sampling, goal setting) and interactive fitness classes, such as line dancing and Limbo Rock.

Community Wellness...

BWI offers ongoing family wellness education classes in Eden, Lake Shore, and Lewiston, as well as Orleans and Niagara counties. Classes include:

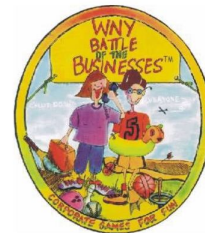
- Jump Start Classes
- Latin Fusion
- Kickboxing
- Pilates
- Yoga
- Stretching
- Core Strengthening
- Balls/Bands

For the complete schedule of Community Education Programs and registration forms, click [here](#).

Many of BWI Health Promotions' programs are offered for free or at a discounted price through health insurance plans. Contact us today to determine if your health insurance participates.

Contact us today to learn how we can help you develop the knowledge and tools necessary for making lasting lifestyle and behavior changes for living a healthier life.

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