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BWI Health Promotions



8 Steps to a Comprehensive Wellness Program

Forward-thinking companies are taking action to improve the health of their employees. Why? As their employees look down at the scale to find their weight increasing, their healthcare costs are soaring, too. Business executives know that their employees are their most important resource, and that investing in a corporate wellness program can slow rising healthcare costs and increase productivity. *But where to start?*



There are 8 steps to implementing a comprehensive wellness program

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1. Research and set the stage

First, you need to identify the goals of a worksite wellness program, while being conscientious of business considerations and doing your homework to understand the potential of a wellness program.

2. Secure the support of top managers and C-level officers

The program won't have any chance to thrive, let alone survive, if you can't present your case in financial terms.

3. Identify an inside advocate to act as coordinator

Naming just anyone to the role might sabotage the program. Character traits, such as leadership and organizational skills, need to be carefully considered.

[Click here to see all 8 steps.](#)

Learn more about BWI's 8 Steps to a Comprehensive Wellness Program:

- Join us for a **[free webinar](#)** on Wednesday, Aug. 17 from 12:30 to 1 p.m. EST
- Attend an onsite **[BWI Health Promotion Coordinator Certification training](#)**
- Enroll in our new **[online BWI Health Promotion Coordinator training](#)**

BWI Honored with Small Business Award



BWI Health Promotions was recognized as the outstanding small business of the year by the Buffalo Niagara Partnership for its contributions to the economy and innovative approach to worksite wellness. **[Click here to read more.](#)**

Who's Ready for Another Battle?

It's been a while since 3,500 competitors from more than 40 companies converged at Buffalo State College for two days of sports, games, and health & wellness. The Battle of the Businesses ran as a fundraising and "friend-raising" event for more than 11 years, and became known as the premiere worksite health promotion event in Western New York.



Should we bring it back? Join our group on LinkedIn and let us know!



Staff Notes



BWI is excited to announce the addition of **Fred Bristol** of Orchard Park (pictured at left) to the team, filling the new role of Marketing Director. [Click here to read more about him.](#)

We also congratulate **Linda O'Donnell** (at right) on retiring from teaching BWI exercise classes. O'Donnell continues to serve as BWI's Education Director, supporting BWI as a health & physical educator, health promotion specialist and certified BWI health coach-advisor.



Business Opportunities with BWI

Attention brokers for health insurance, EAP, HR, occupational med and other educational resource providers! Interested in BWI partner opportunities? Contact Shawna at

bwhealth@verizon.net for more information;

applications are available upon request. Click [here](#) to view a 5-minute Demo DVD.



Contact Shawna to discuss available partner, affiliate and distributor plans.



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