

BWI-Shawna Dosser

From: BWI Health Promotions [battleworks@verizon.net]
Sent: Wednesday, March 23, 2011 8:06 AM
To: bwihealth@verizon.net
Subject: BWI's March 2011 WellNews

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BWI Health Promotions

March 2011



BWI WELLnews

Dear Colleague,



I am proud to announce the official launch this month of the BWI National Health Promotion Training Institute. Three new, innovative web-based certificate programs that provide health-related education and tools are now available.

We bring you original programs developed by BWI's team of experienced health professionals and educators, featuring a learning management system that delivers effective learning and assesses knowledge gained through an improvement index. The courses are flexible - available 24/7 - to fit your schedule, and are approved for nationally and internationally credentialed continuing education units (CEUs). Details and video links are below.

We hope that these easily accessible programs will help further the BWI mission of improving our nation's health ... one community at a time, one company at a time and one person at a time.

Healthfully yours,

Shawna

Shawna R. Dosser, MS, CWPM, CLSSGB
President & CEO, BWI Health Promotions
Health Educator & Exercise Physiologist



Online Training Ready for Launch!

In This Issue

[Online Training Ready for Launch!](#)

[Workforce Wellness](#)

[School Wellness](#)

[Community Wellness](#)

[Continuing Education](#)

[Business Opportunities with BWI](#)

BWI in the News

Shawna Dosser and BWI Health Promotions were featured in a February 11 "Rising Star" Buffalo Business First article by reporter Tracey Drury. Read up on our history and what we're up to [here](#).

Did you catch BWI Program Director Julie Traulsen on "The Healthy Zone?" Traulsen addressed healthy drink options for exercising, as well as for children. If you missed it, click [here](#) for the full interview with TV host Janet Snyder. The half-hour show is

BWI National Health Promotion Training Institute web-based learning certificate programs are now available for employers, professionals and individuals interested in enhancing their personal knowledge in the health promotion field.



Continuing education units have been approved by IACET, NYS-PT and BOC through Learning Partners, as well as the Human Resource Certification Institute (HRCI) in association with the Society for Human Resource Management (SHRM) national chapter.

Click on the links below for a video-based overview on each course:



[BWI Health Promotion Coordinator Certification:](#) provides education, support and tools to begin and maintain a successful worksite health promotion program (ideal for human resource professionals and wellness managers/team members)



[BWI Personal Health Certification:](#) educates individuals in how to make true lifestyle and behavior changes needed for living a healthier life (ideal for organizations to offer to their employees)



children to take responsibility for their health (ideal for educators and recreation staff)

Call 1-800-606-7422 or email traininginstitute@bwihp.com for more information.

televised on WGRZ Channel 2 weekdays, starting at 11:30 a.m. It is focused on sharing health-related news and tips with the community.

BWI Staff Highlights

In the December BWI WellNews, we announced that President **Shawna**

Dosser was

named to the Board of Directors of the National Association for Health and Fitness (NAHF),



which fosters and supports councils and coalitions throughout the country that promote physical fitness, sports and healthy lifestyles. In addition, Dosser is serving as the Northeast Regional Director. She is responsible for coordinating communication among NAHF statewide representatives to discuss their health and fitness initiatives.

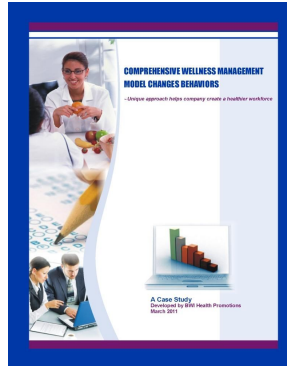
Educational Tip

Why not "Eat Right with Color?" The American Dietetic Association urges us all to do so during March, which is National Nutrition Month. Diversify the colors on your plate with heart-healthy fruits, vegetables and grains. Try a new recipe, or check out any of the other various materials and

Workforce Wellness

Case Study Shows Comprehensive Wellness Management in Action

Companies looking for inspiration in implementing a worksite wellness program can learn from Unifrax I LLC, a leading producer of high temperature insulation products with sites in Niagara Falls, N.Y., Tonawanda and Sanborn. With the help of BWI, the company rolled out a wellness program, which includes incentives, to its employees and their spouses one year ago after debuting it at a Unifrax facility in Indiana.



Request a copy of "Comprehensive Wellness Management Model Changes Behaviors" to read how BWI's approach creates a company culture where healthier choices are embraced. The case study highlights how Unifrax is implementing pieces of BWI's wellness model and the results that are starting to surface. Email bwihealth@verizon.net to inquire about this nationally recognized approach to worksite wellness.

Work Highlighted on National Stage

BWI's health promotion work with Unifrax and another company, Praxair, Inc., was chosen to be shared with a national audience at the [21st Annual Art & Science of Health Promotion Conference](#). The March 21-25 conference, happening in Colorado Springs, Colorado, is hosted by the American Journal of Health Promotion. BWI President Shawna Dosser will display two case study poster presentations.

The conference attracts health promotion practitioners, scientists, clinicians and business managers from throughout the country. Under the theme "Capturing the Wisdom of Practice and the Rigor of Research - Discovering the Best Health Promotion Strategies," the conference brings together professionals from across disciplines to learn and share their experiences.

School Wellness

"Be Fit Kids" Instructor Training for Health & PE Staff

BWI has a great opportunity for health and physical education teachers wanting to facilitate a results-oriented program. BWI is available for staff development days to train participants in becoming BWI "Be Fit Kids" instructors, either in person or through online training. The program is aimed at promoting healthy living and learning, decreasing childhood obesity and increasing daily physical activity. Watch a short video for more information.



BWI "Be Fit Kids" Instructor Certification

resources on the association's [website](#) to start making better food choices and developing sound eating and physical activity habits.

Talk to Us!

Let us know what you like about BWI's WellNews, or what you would like to see. Your feedback is valuable to us. Send an e-mail to bwihealth@verizon.net with your thoughts.

Quick Link

[More About Us](#)

BWI Services

"Be Fit Kids-Online" to Debut This Month

In the December BWI WellNews, we announced our work with Master Guru to create the "Be Fit Kids-Online" learning tool. The addition complements our program of the same name, which engages students in personal health and fitness, and incorporates New York State Learning Standards. The online program will be released this month to schools, families and recreation programs.



The educational experience captivates students, serves as an assessment preparation tool, and includes references to interactive websites, lesson plans and activities that can help address needs. In addition to the primary version geared to grades 3 through 5, "Be Fit Little Kids" is for pre-K through grade 2 and "Be Fit Tweens" is for grades 6 through 8. Contact us for more information.

Community Wellness

Sharing Insights with the Next Generation

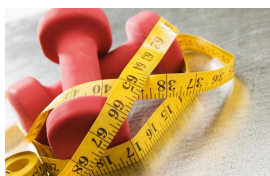


Students at the Erie Community College South campus had the opportunity to hear the perspectives of professionals in the health and wellness, physical education, recreation and fitness fields at a "Meet the Professionals Day" last month. BWI President Shawna Dosser was one of the panel members who shared her experiences.

Participants are pictured above. From left, they are: Josh Haeick of the Village of Hamburg Recreation Department and president of the Niagara Frontier Recreation & Parks Society; Preston Teague, community relations/youth football manager of the Buffalo Bills; Dosser; Martin Denecke, director of the Town of Hamburg Department of Youth, Recreation & Senior Services; Barbara Diesem-Zimmons, executive director of the New York State Recreation & Parks Society; James Hornung, commissioner of the Erie County Department of Parks, Recreation & Forestry; Carol Reis, assistant professor of health, physical education and recreation at Erie Community College; and Brian Kieser, founder and director of Kids Choice Sports.

Now Serving: Chautauqua County

BWI announces the opening of BWI Family Wellness community education sites in Dunkirk and Westfield. Fitness and health education classes are offered through the community education programs of both school districts. Classes are free or provided at a discount with most health insurance plans.



We look forward to leading the northern Chautauqua County community toward a healthier lifestyle!

Continuing Education

CEUs with Learning Partners

BWI is partnering with Learning Partners, Buffalo-based providers of Continuing Education Units (CEUs). CEUs have been approved for all BWI National Health Promotion Training Institute courses, as well as other BWI course offerings. Learning Partners is designated as an Authorized Provider by the International Association for Continuing Education and Training (IACET), Board of Certification (BOC) and the NYS-PT Board through the Office of Professionals.



Learning Partners is co-owned by occupational therapists Michele Karnes, MS, OTR, and Theresa Vallone, MS, OTR. The mission is to provide high quality, affordable, continuing education workshops and events to health professionals and community members.

BWI Health Promotion Coordinator Certification

A classroom-based version of the BWI Health Promotion Coordinator Certification program, which provides tools needed to manage a wellness program, will be offered from noon to 5 p.m. **Wednesday, April 6** at the Buffalo Niagara Medical Campus, 640 Ellicott St. Presenters include Shawna Dossier, Lisa Schmidfrerick-Miller and Julie Traulsen of BWI, and Phil Haberstro of the Wellness Institute of Greater Buffalo.



More information is included in a [PDF flyer](#). The cost is \$399; click [here](#) for the required registration form. Call BWI at 716-992-2732 by April 1 to reserve a seat.

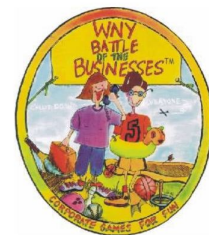
Business Opportunities with BWI

Attention brokers for health insurance, EAP, HR, occupational med and other educational resource providers!



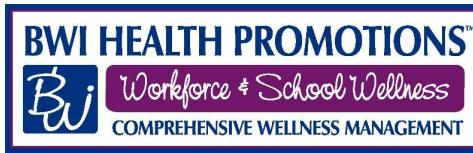
Interested in BWI partner opportunities? Contact Shawna at bwhealth@verizon.net for more information; applications are available upon request. Click [here](#) to view a 5-minute Demo DVD.

NEW!!! To view a demo of BWI National Health Promotion Training Institute online programs, contact Shawna.



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

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