

Subject: Get moving with BWI

BWI HEALTH PROMOTIONS™



Workforce & School Wellness

COMPREHENSIVE WELLNESS MANAGEMENT

BWI
WELLnews

Join BWI in the campaign to get America moving!

BWI Health Promotions supports the President's Council on Physical Fitness and Sports in challenging you to be fit. Since 1994, BWI has been helping adults and children work toward maintaining a healthy lifestyle. Our programs are aligned with First Lady Michelle Obama's campaign, Let's Move!, aimed at solving the issue of childhood obesity.

How can you stay healthy?

According to the U.S. Department of Health and Human Services (HHS), adults 18 and older need 30 minutes of physical activity five or more days a week to be healthy. Children and teens need 60 minutes of activity every day.



How can BWI help? The HHS reports that school and worksite interventions have been successful in increasing physical activity levels. BWI Health Promotions offers fitness programs to not only schools and worksites throughout Western New York, but the greater community, too.

- **Onsite Exercise and Fitness Classes at Work:** credentialed professionals motivate employees to be active through classes such as Zumba, Jump Start Your Fitness, Latin Fusion, Kickboxing, Pilates, Yoga, Stretching, Core Training, Balls/Bands, Circuit Training and more. Combined with the outcome-based measuring of health and fitness levels, classes are one way to create lifestyle change.



- **Onsite Fit Fairs and Biometric Screening**: provide fitness evaluations for employees by assessing body composition, blood pressure, resting heart rate, flexibility, body mass index and more. Fitness assessments are used for determining fitness levels and setting exercise goals.
- **BWI's "Be Fit" programs for kids, teens and families**: this program is ideal for schools, after-school programs and communities to keep families moving and learning about a healthier lifestyle. Content includes not only interactive fitness classes, such as line dancing and Limbo Rock, but pre- and post-assessments, circuit training, interactive health-related games, healthy food taste testing, and innovative health education workshops.
- **Community Education Programs**: ongoing family wellness education programming, including fitness classes listed above and one-on-one health coaching, are offered in various locations throughout Western New York and are **coming soon to the Buffalo Niagara Medical Campus** in September 2010. Some programs may qualify for a discount or be free through local health insurance plans.

Contact us today to learn how we can help you meet the challenge of being active. For a complete listing, visit our [website](#).

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