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FOR IMMEDIATE RELEASE

Regional Center for Worksite Health Promotion locates at BNMC

BUFFALO, N.Y., September 27, 2010 – BWI Health Promotions and the non-profit Wellness Institute of Greater Buffalo & WNY have established the Regional Center for Worksite Health Promotion, located in the Innovation Center at 640 Ellicott St. on the Buffalo Niagara Medical Campus.

Goals of the Regional Center for Worksite Health Promotion are to improve employee health and expand workforce and community wellness services in the BNMC corridor. It houses BWI's National Health Promotion Training Institute, a BWI Family Wellness Center and the Wellness Institute's worksite health promotion advocacy initiatives. Institute initiatives include strategic planning services, as well as health promotion industry incubation and job creation activities.

"As a business owner, I'm very excited about improving employee health in our region and again putting Western New York on the map nationally for leadership in health promotion," said Shawna Dossier, BWI president and founder. "A recent New York State Business Council survey named employee health costs as the top concern of New York employers. This center offers employers from all sectors a powerful solution."

BWI's National Health Promotion Training Institute will launch three new online certification programs this fall, providing continuing education credits through recognized professional organizations and Buffalo State College. Certifications include:

- The BWI Health Promotion Coordinator Certificate provides education, support and tools for individuals to begin and maintain a successful worksite health promotion program. Ideal for human resource professionals, tracks are being offered in: workforce, school, community and healthcare concentrations.
- The BWI Personal Health Certification educates individuals in how to make true lifestyle and behavior changes needed for living a healthier life. It is ideal for corporations to offer to their employees as an online wellness program.
- The BWI Be Fit Kids Instructor Certificate trains facilitators to lead, implement and instruct students from kindergarten through sixth grade in a behavior modification program that empowers children and families to take responsibility for their health.

BWI is an approved educational provider for the Human Resource Certification Institute (HRCI), offering continuing education for the Society for Human Resource Management (SHRM).

BWI Family Wellness programs will be offered to community members, employees of local businesses and families utilizing the BNMC campus. Fitness classes and healthy learning programs will be provided on Tuesdays and Thursdays from noon to 1 p.m. for free or at a reduced rate through BlueCross BlueShield of Western NY, Univera Healthcare and Independent Health. Exercise programs start Oct. 5 with a 10-week Yogalates class. Health education seminars will be held the second Thursday of each month and include: Taking Responsibility for Your Health on Oct. 14, Healing Power of Humor on Nov. 11 and Eating Sensibly Through the Holidays on Dec. 9.

“We want to build on our past foundation of collaboration with private-sector wellness services leader BWI Health Promotions to expand the wellness program offerings to the surrounding communities, BNMC visitors and employers in the upstate New York region,” said Wellness Institute of Greater Buffalo Executive Director Phil Haberstro. “We also see great potential for the health promotion industry to create jobs in our community.”

The new regional center also grows the Wellness Institute’s relationship with the BNMC. Over the past decade, the two have worked together to win and implement national health promotion grants, including Active Living by Design and Healthy Kids Healthy Communities. The Wellness Institute and BNMC also established a year-round employee wellness walking and health education program for BNMC employees.

About BWI Health Promotions

BWI Health Promotions has been a regional leader in providing comprehensive wellness management services, health education training programs, and wellness-team building events for corporations, schools and communities since 1994.

With rising healthcare costs, now more than ever before, BWI recognizes the universal attention placed on a healthy workforce and personal health advocacy. BWI’s outcome-based health promotion services are aligned with national standards and performance metrics that are documented to create behavior change. BWI is committed to improving our nation’s health... one community at a time, one company at a time and one person at a time.

For more information, visit www.bwihp.com or call 716-992-2732.

About The Wellness Institute of Greater Buffalo & Western NY Inc.

The Wellness Institute of Greater Buffalo & WNY is a non-profit public benefit corporation founded in 1989 with a mission to “Create Healthy Communities.(please visit www.CreatingHealthyCommunities.org) The Institute has expertise/services in community visioning/strategic planning, environmental initiatives, enhancing social capital , worksite Health promotion and economic development to improve quality of life. For more information please email wellness@city-buffalo.org or call 716-851-4052.

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Photos:

Wellness Institute of Greater Buffalo Executive Director Phil Haberstro

BWI Health Promotions President Shawna Dosser