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FOR IMMEDIATE RELEASE

New certificate trains participants in becoming Healthy Workforce Coordinators

BUFFALO, N.Y. – The National Healthy Workforce Institute is offering a new certification program for individuals interested in developing a wellness program at their company.

The Healthy Workforce Coordinator Certification is an eight-hour program that provides the foundation for implementing and managing a customized health promotion program specific to an organization's needs. It is being offered on Friday, July 17 at Brookfield Country Club, 5120 Shimerville Road, Clarence. The session is from 8 a.m. to 4:30 p.m.

Participants will receive education, training, support and a tool kit to ensure that implementation challenges are minimized. Successful completion earns certification from the National Healthy Workforce Institute. The training has also been approved by the University at Buffalo's Center for Industrial Effectiveness for college Continuing Education Units (CEU). The program is pending HRCI/SHRM CE credit approval and CE's from other professional organizations.

The cost is \$499, which includes a tool kit. Those who register by June 30 will receive a \$100 discount. Call 716-992-2732 for a registration form or visit www.bwihp.com and click on the Healthy Workforce Institute logo.

Presenters include Dr. Catherine Ansuini, director of the Community Health Promotion Initiative and Master's Degree Program at Buffalo State College; Shawna R. Dosser, president of BWI Health Promotions and a Business Development Officer at the University at Buffalo; and Marge Rein, president of Educated Healthcare.

The training is ideal for wellness committee members, human resource professionals, business managers and supervisors, team leaders, program managers, EAP coordinators, benefits managers, occupational health and safety team members, health and wellness advocates, and college students.

"Most of the certification programs available are designed specifically for health professionals; however, we have noticed many employer groups assigning the task of 'wellness coordinator' to individuals within the company who have limited health and facilitator experience," Dosser said. "We feel this certification will outline the process, resources and tools necessary to administer a successful program."

About 25 to 40 percent of all medical claims are due to modifiable causes, according to the Wellness Councils of America. Not only do organizations offering well-managed health promotion programs experience a reduction in health care costs, but conclusive findings reveal a drop in absenteeism, presenteeism, stress, workers' compensation and disability. Such programs improve productivity, morale, compliance, loyalty, recruitment, retention and the ability to manage personal benefits.

The National Healthy Workforce Institute - a collaborative of BWI Health Promotions, Educated Healthcare and the University at Buffalo, offering comprehensive education, training and facilitation programs that support improved processes and strategic planning for quality health and human performance.

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