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BWI Health Promotions Partners with Schools for Quality Health Programs

BUFFALO, N.Y., April 6, 2010 – BWI Health Promotions is bringing its health and wellness programming to various Western New York schools, targeting both children and staff.

BWI, which provides worksite and school health and wellness solutions, offered innovative staff development sessions for Cheektowaga and West Seneca school districts. Fun, interactive sessions for faculty and staff, led by BWI speakers and facilitators, included topics such as humor and health, holistic and mindful cooking, eating sensibly and heart health, as well as high-energy fitness classes.

Eden, Iroquois, Lake Shore and Lockport school districts are partnering with BWI, a regional leader in outcome-based children's health programs, for "Be Fit Kids." The program is a customizable afterschool program targeted at decreasing childhood obesity, reducing the risk for Type 2 Diabetes, and increasing daily physical activity.

BWI's "Be Fit Kids" incorporates health education lessons on various topics - teaching children to take personal responsibility for their own health and wellness - as well as fitness assessments administered at the beginning and end of the program, taste testing and goal setting. Physical activities include exercise classes, line dancing, stretching, fitness games, limbo rock and circuit training.

Lockport School District is running seven individual, week-long BWI's "Be Fit Kids" fitness camps at its elementary schools. Programs of five weeks in duration are being delivered at Grover L. Priess Elementary School in Eden and Iroquois Intermediate School in Elma. Developed by a multi-disciplinary team of health educators, exercise physiologists, registered dietitians and a recreational therapist, the program motivates children and families to make true lifestyle change in an innovative and fun way.

Iroquois Intermediate School and North Collins Elementary School also signed on for BWI's Health & Wellness Quiz Game Show, a unique "edu-tainment" school assembly that quizzes students and faculty on nutrition, healthy behaviors and fitness facts through an interactive team environment. Iroquois Intermediate School Nurse Jennifer Brooks was very impressed by the assembly, commenting that both students and teachers enjoyed it.

"They gave the kids energetic, fun ways to be more health conscious," Brooks said.

"We're helping kids learn at a young age that it is up to them to make good choices," said BWI President Shawna Dossier. "We, as parents, can't do it for them."

Dossier, a health educator and exercise physiologist, said that the same message applies to adults. Staff development workshops and children's programs emphasize that all family members have the power to break the cycle of making poor health-related decisions.

In addition to school-centered health programs, BWI Health Promotions has been a regional leader in creative wellness solutions, fitness programs and worksite health since 1994. Its goal is to provide customized health promotion services that positively impact an organization's bottom line and produce measurable results.

Some programs are offered for free or discounted through insurance. For more information on staff development opportunities, school assemblies, BWI's "Be Fit Kids" or how BWI Health Promotions services can benefit your school or organization, call 992-2732 or visit www.bwihp.com.

Photo cutlines:

Group Stretch: Students are led through a stretching exercise during a BWI Health Promotions' Health & Wellness Quiz Game Show.

Sha Na Na: Professor Sha-Na-Na (BWI President Shawna Dossier) talks about healthy living during a Health & Wellness Quiz Game Show at Iroquois Intermediate School.

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