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## **PART I Understanding Wellness Initiatives 1**

- 1 Making Wellness Work in Various Settings 3**

Are you a wellness professional looking for different markets in which to offer your services? Do you know all of the settings offering wellness programs today? This chapter addresses national initiatives such as the National Physical Activity Plan, the U.S. Department of Health and Human Services Physical Activity Guidelines, and the First Lady's *Let's Move* campaign. The chapter also addresses the National Governors Association Healthy America call to action: wellness where we live, work, and learn. Learn how these calls to action can involve you!
- 2 Developing Successful Wellness Initiatives 15**

Have you observed or read about an organization that is offering an excellent wellness initiative and wondered how it got there? Or, have you thought, Where do I begin? If so, this chapter is for you! Step-by-step guidelines help you develop a best-in-class wellness program. Read this chapter and next year we could be reading about you!
- 3 Creating Engaging Wellness Initiatives 43**

Have the usual suspects been showing up at your wellness programs? If you are looking to engage different participants, retain the same, and draw in more, this chapter is for you! This chapter reveals several innovative techniques and strategies and outlines several ways to engage new, as well as more, people in your programs. This chapter will help you think outside of the box to pump up your participation rates.
- 4 Improving and Expanding Existing Wellness Initiatives 69**

Are you looking to take your existing wellness program to the next level? Have you been looking for ways to evaluate or benchmark your existing program? This chapter provides a variety of ideas, tools, and resources to assist you in kicking it up a notch!

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	If you are looking for physical activity programs to engage new, as well as more participants, consider offering programs that are shorter-duration, social, and fun. The programs in this chapter will get people out of their chairs and moving!	
<b>6</b>	<b>Nutrition Programs</b>	<b>105</b>
	Tired of the same old nutrition education programs? The programs in this chapter will inspire even junk-food lovers to attend!	
<b>7</b>	<b>General Health and Prevention Programs</b>	<b>123</b>
	Are you looking for creative programs that not only educate but also motivate participants? This chapter provides a variety of programs that range from reminders and motivating e-mails to full-scale behavior change interventions.	
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