



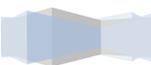
Healthy Holiday Atmosphere

Many people wonder what the Health Promotion department does and why it's necessary for the company. Why can't someone from nursing or Human Resources do this job? Simply put, Health Promotion specialists have different education and knowledge requirements, and are passionate about improving the employee's life. While a nurse may have more medical training than a Health Promotion specialist, there are other areas of study that are needed to successfully incorporate and maintain an Employee Wellness program. Human Resources departments may have their focus on the company's bottom line rather than employee behavior change, so they aren't the best option for a company to choose either. Health Promotion specialists all have one main goal, and that is to educate and motivate employees towards healthy behavior changes. You need knowledge of theories specific to Health Promotion strategies, as well as how to analyze data from needs assessments and how to progress successfully from there. Some of the job and knowledge requirements for Health promotion specialists are:

- Display expert knowledge of health and its constructs
- Analyze complex issues regarding how health is created and how health behaviors are brought about
- Think strategically and work for change, which often calls for a level of influence and leadership beyond the authority and status of many health promotion posts
- Committed to working with diligence and passion, which involve people and encourage participation Rather than becoming the expert who others come to depend on, the Health Promotion specialist is committed to building capacity and skills in others to do the behavior change themselves

The list for their job is really a lot longer, as many job positions require people to take on roles that are not listed in their description. Health Promotion is one of those jobs that do not really have any limits. You are volunteered to participate in different programs and or committees that are not your responsibility. However, Health Promotion specialists will be there to support the program or team as it helps employees get people closer to living a healthy life at home and at the work place. There are many benefits from a Health Promotion Employee Wellness program for both the employee and the company:

- Increase employee morale and occupational health
- Decrease overweight or obesity in employees
- Decrease high blood pressure, high cholesterol, diabetes, and other risk factors for diseases
- Decrease the number of employees that are inactive
- Decrease employers health insurance costs
- Increase in productivity and efficiency
- Increase safety for the employee and overall area of work
- Decrease absenteeism



- Decrease FMLA costs
- Decrease Workers' Compensation/Restricted Work Costs

One company that has implemented an employee wellness program is Cianbro, one of the largest employee-owned general contractor companies on the east coast. They have proven with their health program to lower obesity, overweight, high cholesterol, tobacco use, high blood pressure, and increase inactivity among their workers. While they also show improvements to their bottom line, their main focus was the employee's health and helping them make healthy behavior changes. An outside company who specializes in Health Promotion was a key factor in their programs success, which helps show how useful and needed Health Promotion specialists are.

For more information on the Health Promotions department, contact Sharon Rateike, corporate wellness program coordinator at (920) 568-5475 or Sharon.Rateike@forthc.com.

