



**Fundamentals for Worksite Wellness Course Registration Form—Winter 2012**  
 (Students must attend at least 5 of the 6 scheduled webinar classes and complete all the assigned work to receive their certification)

**Lifeline Workplace Wellness Program**  
**Division of Community and Preventive Medicine**

**Southern Maine Wellness Council**  
**Presents**

**A Webinar**  
**Certificate Course in**  
**Fundamentals for Worksite Wellness**

A professional training series designed to teach best practice models, strategies and guidelines for successful wellness programs at your workplace!

**Sponsor:**



Name \_\_\_\_\_ Employers Name \_\_\_\_\_

Work Mailing Address \_\_\_\_\_ City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_ Work Phone \_\_\_\_\_ Home Phone \_\_\_\_\_

Email \_\_\_\_\_ Fax \_\_\_\_\_

Occupational Title \_\_\_\_\_

NOTE: Please list any additional members who will be attending on a separate sheet with pertinent information  
 Method of Payment: Check or Money Order enclosed (payable to Lifeline Workplace Wellness Program)

Purchase Order # \_\_\_\_\_ (please send me an invoice to work address)

Credit Card: MasterCard \_\_\_\_\_ Visa \_\_\_\_\_ Discover \_\_\_\_\_ Expiration Date \_\_\_\_\_ Vcode \_\_\_\_\_

Credit Card Number \_\_\_\_\_ Name on CC \_\_\_\_\_

Signature \_\_\_\_\_

	<b>Status</b>	<b>Number of enrollees</b>	<b>Fee Per registration</b>	<b>Total Due</b>
	SMWC or WLCME Member (includes eBook)		\$299.00	
	SMWC or WLCME Member (includes hard copy text)		\$315.00	
	Non-SMWC Members (includes eBook)		\$325.00	
	Non-SMWC Members (includes hard copy text)		\$340.00	
	General CEU's		\$10.00	

\*SMWC = Southern Maine Wellness Council  
 \*WLCME = Wellness Council of Maine

## THE BUSINESS CASE FOR WORKSITE WELLNESS

The issues surrounding rising health care costs continue to be a major concern for both employees and employers in our state and around the nation. Costs have escalated dramatically over the last few years. Many organizations have identified that the majority of their health care costs are related to the negative health status of their employees and dependents. Those individuals with risk factors relating to inactivity, obesity, high blood pressure, substance abuse, tobacco utilization, elevated blood cholesterols and ineffective stress management are at greater risk for chronic disease and pre-mature death.

The workplace has been identified as an ideal setting for addressing issues of health and well being through wellness and health promotion programs. Numerous studies have demonstrated the positive outcomes of wellness programs on productivity, health care costs, workers compensation, STD/LTD, absenteeism, retention and morale. Prevention of chronic disease and maintenance of optimal health makes good business sense.

Positive outcomes can only be realized through the development of best practice wellness models, lead by skilled/competent professionals. The FUNDAMENTALS course is a training tool and resource for employers who recognize wellness as a business strategy for managing employee health and associated costs.

## THE CERTIFICATE PROGRAM

The FUNDAMENTALS course offers individuals that are currently coordinating company wellness programs or those employees who would like to become wellness leaders, an opportunity to become skilled/knowledgeable professionals in designing, implementing and evaluating employee health promotion efforts. The course is designed to teach students who have a passion and professional interest in health and well-being to facilitate an employee wellness program from start to finish.

Using nationally recognized best practice models, students will participate in a systems approach to assessment, design, implementation and evaluation that will serve as a practicum for either improving your companies current wellness program or the start of a new wellness initiative.

The course will emphasize the latest research and trends for reducing health care utilization, improving worker productivity and reducing absenteeism/workplace injuries. It will also provide an interactive learning experience with opportunities to network and share.

## WHO SHOULD ENROLL:

- Health Promotion Specialists
- Wellness Consultants
- Human Resource Managers
- Employee Wellness Directors
- Health Educators
- Community Health Directors
- Fitness Directors
- Managed Care Professionals
- College Students with interests in employee wellness and health promotion.

All professionals interested in wellness and the development of successful worksite programs

## FACULTY

Dean Paterson, RN, BS/Community Health Education. She has held many positions over her long career including manager of Health Education for CIGNA and past chairperson of the Governor's Council on Physical Fitness and Sport. Dean is a board member of the USM Southern Maine Wellness Council and lead faculty member for the Council's Fundamentals course in Worksite Wellness. Dean is recognized as one of Maine's leading experts in the field of wellness and worksite health promotion. She owns a consulting firm, Healthcare Solutions and is the senior consultant for the Maine Medical Center's Lifeline Workplace Wellness Program.

## COURSE CONTENT

- Introduction to wellness and health promotion.
- Stage of change theory.
- Building wellness teams.
- Developing management support.
- Program marketing and incentives.
- Outcome measurement.
- Resources and networking.

## BENEFITS

Upon completion you will have the skills and knowledge to:

- Coordinate a comprehensive best practice worksite program.
- Develop and facilitate your wellness team.
- Assess health and other data to determine program interventions and readiness for change.
- Design marketing and incentive plans that will maximize participation and retention.
- Develop outcome measures to validate short/long term program effectiveness.
- Prorate long-term health behavior change.
- Understand health risk status in relation to the bottom line.

## CANCELLATION POLICY

- Withdrawal 5 or more business days before the class starts. Full Refund
- Withdrawal 3 business days of the course start date. 50% refund
- No refunds after start date of the program

## SOUTHERN MAINE WELLNESS COUNCIL

For more information on joining the SMWC, contact Tom Downing, Lifeline Director at 207-781-1545 or email [downit@mmc.org](mailto:downit@mmc.org)

## COURSE INFORMATION:

This webinar based course is presented live via the Internet using Power Point presentations for the visual aspect and audio (VoIP) through your computer speakers. Each class is facilitated by Dean Paterson. Student interaction is highly encouraged, as you will be able to submit questions during each class. As noted below, each student will be required to purchase a text in either hard copy or eBook.

**TEXT:** You will be using *Worksite Health Promotion, 3rd Edition, David H. Chenoweth* for the course. It is available in either hard copy or eBook (desktop/Mac application only) Course fees include your choice of text.

**DATE:** 6 week course - Tuesdays  
January 24 - February 28, 2012

**CEUs :** 1.2 Hrs –General CEUs

**TIME:** 1:00 pm to 3:00 pm

## FEE OPTIONS:

- 🍎 SMWC or WLCME Members—\$299.00 (includes eBook)
- 🍎 SMWC or WLCME Members - \$315.00 (includes hard copy text)
- 🍎 Non-SMWC Member- \$325.00 (includes eBook)
- 🍎 Non-SMWC Member - \$340.00 (includes hard copy text)  
General CEU's - \$10.00

## REGISTRATION OPTIONS:

- 🍎 **By Mail:** Lifeline Workplace Wellness Program, Maine Medical Center, 5 Bucknam Rd/ Suite 1H, Falmouth, ME 04105. Checks, Money Orders, PO#'s.
- 🍎 **By Fax:** (207) 781-1550 Please include the registration form with all information filled in with your Credit Card information (MasterCard, Visa, Discover, or PO#).

## REGISTRATION DEADLINE:

Wednesday January 18, 2012