



# Wellness Resource - revised 2008

## *A Dietitian's Guide to Corporate Health Promotion*



*Take the steps that can lead to a wellness career!*

Do you want to transfer your skills into the corporate world? For nearly 20 years, Denice Ferko-Adams has developed and delivered wellness programs to corporate clients. Specifically designed for dietitians, Denice shares her secrets to get you on the fast track for a wellness career. This manual contains:

- ◆ Finding the corporate client
- ◆ Keys to assessing a worksite
- ◆ Analyzing the data
- ◆ How to create a proposal
- ◆ How to plan and promote programs
- ◆ Types of interventions
- ◆ Dynamic delivery strategies
- ◆ Sample reports and year round ideas
- ◆ Ready to use resources - e.g. the top 20 questions to ask your first client!

*A Dietitian's Guide to Health Promotion* is a concise, practical guide designed to make it easy to deliver wellness services. Below are 5 reasons why YOU need to be involved in health promotion!

- 1) The nation's workforce has a prevalence of health conditions that can be better controlled with lifestyle changes and reduce healthcare costs.
- 2) Your professional training includes understanding the impact of lifestyle on prevention and treatment of these health conditions.
- 3) Your communication skills enable you to provide practical advice for employees, their spouses and their family members.
- 4) You understand cultural differences and the stages of change, which are both essential to implement effective health promotion programs.
- 5) Your problem solving skills can be used to determine the best use of a company's limited financial resources to assess, plan, implement and evaluate health promotion services.

Join our list of satisfied customers and gain a new corporate service contract. Order this manual today!

The manual price is \$65 and includes shipping.

- Please send me \_\_\_\_ copies of *A Dietitian's Guide to Corporate Health Promotion*
- Please check for quantity discount schedule for a class or workshop and list estimated number \_\_\_\_\_

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Invite Denice to present at your state dietetic meeting - quantity discounts available for wellness workshops!

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