



News

November 5, 2012

Debra Wein Receives National Certificate in Workplace Wellness Behavior Change Programming

Debra Wein, president and founder of Wellness Workdays, received certification from the Wellness Council of America (WELCOA) Well Workplace University in **The Art & Science of Changing Unhealthy Behaviors**. By effectively assisting employees with behavior change, Debra helps employees make better lifestyle choices, break bad habits and imprint healthier behaviors.

As a registered dietitian for more than 20 years, Debra has worked with hundreds of individuals and leveraged this experience by transferring the concepts to her corporate clients. Long-term behavior change is the key to developing a population of healthy workers and is a critical element in the success of Debra's worksite wellness programs, which focus on attaining healthy behaviors through education and lifestyle change programs. Some of Wellness Workdays initiatives include disease management programs and team-based wellness challenges as well as classes such as Veto Your Vice and Nutrition for a Lifetime. The results speak for themselves. In a recent team-based wellness challenge 270 employees lost a total of 1,161 pounds, exercised 7,195 hours, consumed 71,089 servings of fruit and vegetables, and six individuals stopped smoking. The total cost avoidance for the employer is over six figures--\$127,877.

A seasoned entrepreneur, Debra's company Wellness Workdays based in Hingham, Massachusetts, is a leading provider of worksite wellness programs and the only worksite wellness provider in Massachusetts to receive state and national certification as a woman-owned business enterprise. Debra is also the president and co-founder of partner company Sensible Nutrition, Inc., a consulting firm of RD's and personal trainers, which provides nutrition and wellness services to individuals. She has designed award winning programs for both individuals and corporations around the country and is a nationally recognized expert on health and wellness.

WELCOA was established as a national not-for-profit organization in the mid 1980's through the efforts of a number of forward-thinking business and health leaders and has helped influence the face of workplace wellness in the U.S. Today, WELCOA is one of the most respected resources for workplace wellness in America. With a membership in excess of 3,200 organizations, WELCOA is dedicated to improving the health and well-being of all working Americans. For more information, visit www.welcoa.org.

About Wellness Workdays

Wellness Workdays (www.wellnessworkdays.com) is a Hingham, Massachusetts based company committed to providing corporate health and wellness programs that inspire employees to make simple and positive changes in their lives and improve their health while working to lower health care costs for businesses. Wellness Workdays has worked with hundreds of companies, including Putnam Investments, Brown University, the Massachusetts Institute of Technology, Rockland Trust, Perkin

Elmer, Old Mutual Asset Management, Waters Corporation, Sekisui Voltek, Objet Geometries, the Town of Westwood, Bentley University and Harvard Business School.

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