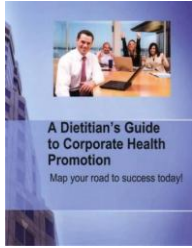


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Do you want to transfer your skills into the corporate world? For over 20 years, Denice Ferko-Adams has developed and delivered wellness programs to corporate clients. Specifically designed for dietitians, Denice shares her secrets to get you on the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

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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.

*"This book outlines effective **business protocol** and unwritten-until-now standards...I definitely recommend this book to dietitians entering the field or those already working in the field."*

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