



Western Washington University Faculty & Staff Wellness Program Media Kit

Prepared By

Maya Anderson, Ben Bagley, Katey Courter, Aidan Gaffney

Table of Contents

Media Backgrounder	2
Top 10 FAQs	8
Logo and Taglines	10
Potential Feature Story Ideas	12
Media Clips	13
Photos	14

WWU Faculty & Staff Wellness Program Media Backgrounder

Press Contact:

Darcie Hill

hilld26@wwu.edu

Overview:

WWU's Faculty & Staff Wellness Program strives to support and educate WWU employees on their path to make wellness a daily habit. The program, in operation since 2010, serves about 300 employees every quarter during their lunch and morning hours to engage in a variety of activities with their coworkers. Currently, 50 different classes are offered from Zumba to Tai Chi in Carver Gym and Wade King Student Recreation Center, both located on the university's campus. The program is currently run by Wellness Administrator Darcie Hill.

Additionally, the FSWP offers consultations and seminars to further promote mental, physical and emotional health. Individuals of varying skill levels are encouraged to participate, especially those seeking support and information on how to practice wellness.

- wp.wwu.edu/wellness/
- facebook.com/Western-Washington-University-Faculty-Staff-Wellness-Program-110095325816596/

Current Activities:

The Faculty & Staff Wellness program has begun another quarter educating and practicing wellness on campus. Here are a few highlights of what's new:

Additional morning classes (6:30am-7:30am)

Masters Swim



A class for more experienced swimmers to refine stroke techniques, offered Tuesdays and Thursdays. Taught by [Richelle Williams](#) and new instructor [Anna Smith](#).

Morning Yoga

A class for any skill level from beginner to advanced, beginning with breathing techniques and a warm-up to transition into a full-body workout. Taught by [Alicia Wang](#) on Tuesdays and Thursdays.

Additional afternoon classes (12pm-1pm)

Tai Chi Ch'uan

A class centered on learning the Yang Style Tai Chi Ch'uan Form with two-person exercises to expand spiritual awareness, personal power, and flexibility. Taught by new instructor [Gene Golden](#).

Barbell Strong

This class for individuals of any skill level focuses on learning and mastering barbell movements to increase strength and muscle growth. Taught by [Justin Manipis](#).

Facts:

A healthy lifestyle results in better overall health.

- Inactivity contributes to 1 in 10 premature deaths (Center for Disease Control 2020).
- Regular physical activity can reduce the risk of chronic conditions like heart disease and cancer (Center for Disease Control 2018).
- Regular physical activity can reduce anxiety, depression, and stress (Olsen et al. 2018).
- Regular physical activity can also improve sleep (Olsen et al. 2018).

Poor employee health is costly.

- Worldwide, employers spent about \$1.1 billion as a result of chronic disease, \$300 billion on work-related stress, and \$550 billion on disengagement at work (McGroarty 2016).
- Stress in the workplace is responsible for \$125 - \$190 billion in the U.S. (Blanding 2015).
- 16% of employees said their job was more difficult as a result of poor mental health (American Psychological Association 2016).
- 33% of employees said they felt stressed during the workday (American Psychological Association 2016).



Wellness programs benefit organizations and their employees.

- 89% of employees with organizational leaders that support wellness programs are more likely to recommend their job as a good place to work. (American Psychological Association 2016).
- By engaging in an active lifestyle, individuals can save 30-50% on health care costs (United States Chamber of Commerce 2016).
- 80% of U.S. companies that took action to address employee health saw an increase (Khullar et al. 2017).
- In 2017, 66% of employers said they saw increased morale after implementing a wellness program (Killian 2017).
- 61% of employees said they regularly participate in wellness programs (American Psychological Association 2016).

Wellness programs are becoming more common and accessible.

- In 2016, 54% of U.S. businesses offered a company-sponsored wellness program, up from 30% in 2012 (Aflac 2016).
- 63% of state and government workers had access to a company-sponsored wellness program in 2017 (United States Bureau of Labor Statistics 2017).

Short Bios:

Darcie Hill

Faculty/staff wellness administrator

Hill, a Bellingham native, returned home after earning a master's in public health with an emphasis on health promotion and health behavior from the University of Oregon. She also played on the school's varsity soccer team and went on to play with The Thorns, a Women's Professional Soccer team. She has been a certified trainer for more than ten years and is also a registered dietitian nutritionist. Her work as a wellness administrator at WWU began in winter 2018.



- Darcie.Hill@wwu.edu
- (360) 650-3386
- Wade King Student Recreation Center 148



Ron Arnold

Fitness/Instructional Coordinator

Arnold has had a passion for health and fitness since 1994. He holds trainer/specialist certifications in seven different fitness fields, including Russian Kettlebell, spinning and TRX suspension. He has utilized his specialty in restoring movement via rehabilitative and corrective techniques at WWU for over 16 years.



- Ron.Arnold@wwu.edu
- (360) 650-4248
- Wade King Student Recreation Center 149

Boilerplate:

The Faculty & Staff Wellness Program at Western Washington University in Bellingham, Washington, has been dedicated to supporting and educating WWU employees on their path to make wellness a daily habit since 2009. The FSWP currently offers 50 classes on campus in Carver Gym and Wade King Student Recreation Center. It also provides nutrition consultations and seminars, and directs members to other outside resources. Faculty/staff wellness administrator Darcie Hill has directed the program since winter 2018. Offices for the program are located in the recreation center. More information can be found on their website wp.wwu.edu/wellness/.

Sources:

- Aflac. 2016. “8 benefits trends to watch in 2017.” Accessed January 27, 2020.
https://www.aflac.com/docs/awr/pdf/2016-articles/art.trends_2017.ic.pdf
- American Psychological Association. 2016. “2016 Work and Well-Being Survey.” Accessed January 27, 2020.
http://www.apaexcellence.org/assets/general/2016-work-and-wellbeing-survey-results.pdf?_ga=2.129844430.374261663.1579727639-1991001068.1579727639

- Ballard, Rachel M., Susan A. Carlson, Janet E. Fulton, Deborah A. Galuska, Stephanie M. George, Eric T. Hyde, Kate Olscamp, Richard D. Olson, Shellie Y. Pfohl, Katrina L. Piercy, et al. 2016. "Physical Activity Guidelines for Americans." United States Department of Health and Human Services. Accessed January 27, 2020.
https://health.gov/paguidelines/second-edition/pdf/Physical_Activity_Guidelines_2nd_edition.pdf
- Blanding, Michael. 2015. "National Health Costs Could Decrease if Managers Reduce Work Stress." Harvard Business School. Accessed January 27, 2020.
<https://hbswk.hbs.edu/item/national-health-costs-could-decrease-if-managers-reduce-work-stress>
- Center for Disease Control. 2020. "Physical Activity Data and Statistics." Accessed January 27, 2020.
<https://www.cdc.gov/physicalactivity/data/index.html>
- Center for Disease Control. 2018. "Physical Activity Facts." Accessed January 27, 2020.
<https://www.cdc.gov/healthyschools/physicalactivity/facts.htm>
- Killian, Anne. 2017. "Workplace Wellness Goes Beyond ROI." International Foundation of Employee Benefit Plans. Accessed January 27, 2020.
<https://www.ifebp.org/aboutus/pressroom/releases/Pages/Workplace-Wellness-Goes-Beyond-ROI-.aspx>
- McGroarty, Beth. 2016. "Global Wellness Institute Releases Report and Survey on 'The Future of Wellness at Work.'" Global Wellness Institute. Accessed January 27, 2020.
<https://globalwellnessinstitute.org/press-room/press-releases/global-wellness-institute-releases-report-and-survey-on-the-future-of-wellness-at-work/>
- Khullar, Lakhesh, William Robertson, Arielle Rose, Beth Walden. 2017. "Developing University Wellness Programs." Ulead. Accessed January 27, 2020.
<https://hr.unc.edu/files/2017/12/Developing-University-Wellness-Programs-ULEAD-2017.pdf>
- United States Bureau of Labor Statistics. 2017. "Employee Access to Wellness Programs in 2017." Accessed January 27, 2020.
<https://www.bls.gov/opub/ted/2018/employee-access-to-wellness-programs-in-2017.htm>

United States Chamber of Commerce. 2016. “Winning With Wellness.” Accessed January 27, 2020.

https://www.uschamber.com/sites/default/files/022436_labr_wellness_report_opt.pdf

WWU Faculty & Staff Wellness Program Top Ten FAQs

1. What is the program?

The WWU Faculty and Staff Wellness Program is a program dedicated to improving the wellness and health of Western Washington University employees. We offer a number of fitness classes every academic quarter that are available to WWU employees. Each class is taught by an accredited fitness professional to help you achieve your wellness goals. The program's director is Darcie Hill, and sign-up and contact information can be found on our website at <https://wp.wwu.edu/wellness/>.

2. Where is the program located?

Classes are taught in the Wade King Student Recreation Center and Carver Gymnasium on WWU's campus. Most fitness classes take place in the Wade King weight room, sports classes take place on the basketball courts, swimming classes take place in the Wade King swimming pool and yoga and dance classes take place in both location's multipurpose rooms.

3. How many classes are offered?

We currently offer 20 classes with 15 different instructors. Fitness classes include Whole Body Fitness and Spin classes. Dance classes include Zumba, Nia, and Groove. Other classes include Power Flow Yoga, Pilates, Lap Swim and Kickboxing, among others.

4. When are classes offered?

The majority of the classes are offered from 12 p.m. – 1 p.m., Monday through Friday. New in Winter 2020 are morning classes, as we now have four classes offered from 6:30 a.m. – 7:30 a.m. on Tuesdays and Thursdays.

5. How many members are in the program? How big are the classes?

We currently have 520 members that are actively participating in classes. The ideal minimum for each class is 10 members and the maximum is 50. In Winter 2020, the class with the most participants is Fitness, with 48 members. On average, there are around 20 members in each class.



6. Are WWU students involved in the classes?

No, WWU students are not involved in the classes. This program is strictly for WWU faculty and staff, in order to boost comfort levels among the participants.

7. How much does it cost to join?

Classes range from \$15 – \$75 per class. Registration for the program grants access to the Wade King Rec Center for no additional cost. There is no Rec membership needed for the classes. Additionally, the program is available to the spouses of WWU faculty and staff.

8. Is there any community outreach within the program?

We have partnered in the past with the Jingle Bell Run, Bellingham Bay Marathon and Bike Everywhere, among other events. Our goal is not only to offer programs for employees, but motivate members to be active in the community in other wellness events.

9. Why should I join a health and wellness program?

Research shows that workers who participate in wellness programs perform better at their job, and have significantly lower health care costs. The program will not only benefit your personal health and help prevent common lifestyle medical ailments, but will greatly benefit the work and research you perform at WWU.

10. I am not able to perform rigorous physical exercise. What options do I have?

We proudly offer Nia - Moving to Heal, which is a wellness-based, low-stress dance class. We also offer classes such as Meditation and Flow Yoga. We believe that the physical ability to exercise does not dictate a member's ability to pursue wellness, and we are happy to set up a personal consultation to determine the most effective plan for you.

Logos and Taglines

Primary Tagline:

Make Wellness a Priority

Alternate Taglines:

*Give the Hour, Gain the Power.
Start Where You Are*

Primary Logo:



Alternate Logos:

Grey background:



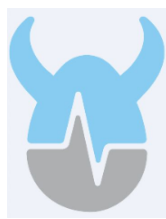
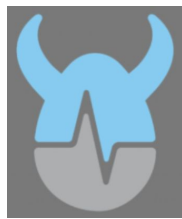
With Tagline:



Social Media Profile Picture:



Icon Logos:



Potential Feature Story Ideas

1. Director/president profile — Darcie Hill

Faculty & Staff Wellness Administrator, Darcie Hill, is a Bellingham native and fitness advocate. Hill has a lifelong passion for physical activity, nutrition, and motivating people to create positive relationships with both these things. The Faculty and Staff Wellness Program had approximately 520 class sign-ups for Winter Quarter 2020. This number continues to grow every quarter. The program also boasts a high retention rate. Hill leads Whole Body Fitness on Tuesday and Thursday from Noon-1. Whole Body Fitness averages 46 participants, arguably the highest turn-out of all FSWP classes.

- Darcie.Hill@wwu.edu
- x3386

2. Member Profile — Mark Dudzinski

Wellness has always been a priority for Mark Dudzinski, who works as a technical staff in WWU's Department of Engineering. Dudzinski works out every day of the week, but is taking Whole Body Fitness on Tuesday and Thursday and Power Yoga on Friday during Winter Quarter 2020. Dudzinski has been involved in FSWP classes for 5-6 years. In the past, he has taken swimming and kickboxing. Dudzinski loves the camaraderie of the program and diversity of faculty and staff that show up. Dudzinski says the program's environment is, "inspiring and encouraging."

- dudzinm@wwu.edu
- x3046

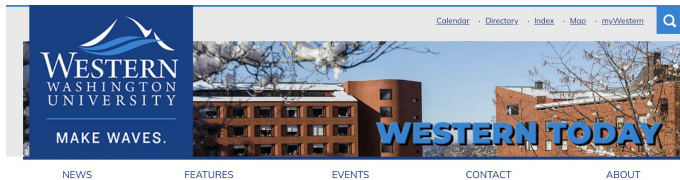
3. Mission/Issue Story

In a time where stress is at an all-time high, staying active and practicing wellness is more important now than ever. The FSWP tackles this issue by providing WWU employees an opportunity to practice wellness on-campus via fitness classes, which are proven to reduce stress, anxiety and depression. The program challenges everyday norms of high-pressure work environments and assists employees in breaking barriers to all dimensions of wellness.

Media Clips:

Western Today - Winter Registration

Western Today is WWU's daily update of news, disseminated campus-wide via the web and email. The article covers a list of new fitness classes and directs readers to learn more about the program.



Registration is now open for winter Faculty & Staff Wellness Program classes

Attention Western Faculty & Staff,

Registration is now **OPEN** for WINTER 2020 Faculty & Staff Wellness Program classes!

Winter quarter classes **begin on Tuesday, Jan. 7**, and continue **through Friday, March 20**. Some classes will have limited space, so please do not wait to register!

- We have more **MORNING** classes for you, along with some **NEW** noon-time classes!
 - Interested in **Morning Yoga**? Try it on Tuesdays and Thursdays!
 - Tai Chi Ch'uan** has some amazing benefits – Check it out!
- View the **full class calendar** on the [Faculty & Staff Wellness Program Home Page](#)
- See our [Programs Page](#) for class details and cost; Click on the classes you are interested in, and read the details carefully.
- Take advantage of your **FREE Nutrition and Wellness Consults** with Darcie Hill, Registered Dietitian Nutritionist (RDN).

Please email any questions to: Darcie.Hill@wwu.edu.

Dont wait for the New Year – Sign up today!



Campus News

[Update on Western's preparations related to novel coronavirus](#)

[Cybersecurity Lecture Series continues March 4](#)

[WWU partners with South Seattle youth for 'Creating Environmental Hope' event March 3](#)

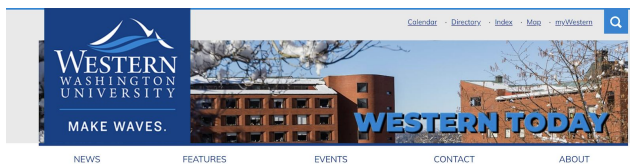
[Find more campus news](#)

In the Media

[6 people have now died from coronavirus disease in Washington state: King County buying a motel to](#)

Western Today - Fall Registration

Western Today also reported the FSWP's new morning class, released for the first time in fall 2019. The article also details information on new instructors.



Registration is now open for Fall 2019 Faculty & Staff Wellness Program classes

Attention Western Faculty & Staff,

Registration is now **OPEN** for Fall 2019 Faculty & Staff Wellness Program classes! **Sign-Up** for your exercise and wellness classes **by the end of the day on Friday, Oct. 4** and receive a **FREE T-shirt or tank top!**

Fall quarter classes **begin on Wednesday, Sept. 25**, and continue **through Friday, Dec. 13**. Some classes will have limited space, so please do not wait to register!

What is New?

- Our first morning Wellness Class: **Masters Swim Team**, from 6:30-7:30 a.m. with **Bichelle!**
- Meditation & BodyWorks** classes took a break for the summer, but are back for the Fall
- NEW** instructors: Welcome **Alicia, Justin & Megan!**
- NEW** noon-1 p.m. classes: **Cardio Kickboxing HIIT, Barbell Strong, Kickboxing, and Groove!**

Remember to...

- See our [Programs, Cost and Details](#) page for all available offerings & packages; Click on a class you are interested in, and read the details carefully!
- [Like us on Facebook!](#) You'll find announcements, fun events, nutrition & wellness tips, and more!
- Schedule your **FREE Nutrition and Wellness Consultation** with [Darcie Hill](#), Registered Dietitian Nutritionist (RDN) Call (p3386) or [E-Mail](#).

If you want to try out a class before registering, or have any questions, please email: Darcie.Hill@wwu.edu.

Start the school year off **STRONG!** <image001.png> Make wellness a priority – Sign up today!

Campus News

[Update on Western's preparations related to novel coronavirus](#)

[Cybersecurity Lecture Series continues March 4](#)

[WWU partners with South Seattle youth for 'Creating Environmental Hope' event March 3](#)

[Find more campus news](#)

In the Media

[6 people have now died from coronavirus disease in Washington state: King County buying a motel to](#)

WWU Faculty & Staff Wellness Program

Media Kit

Last Updated March 3, 2020



Photos:



Rise and shine! Early morning yoga class starts the day off right with a downward stretch.



A group of FSWP participants celebrate the last day of Bike Everywhere Challenge 2019.



FSWP Shirt Challenge: Emily Flarry on top of Thunder Mountain in Juneau, Alaska in front of the Mendenhall Glacier. Hazy skies due to wildfires in the Yukon, but still a beautiful view.