



Guidelines for Employee Health Promotion Programs

Association for Fitness in Business

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"Guidelines for Employee Health Promotion Programs" takes readers step by step through the start-up phases of an employee health promotion initiative. From the initial needs analysis to the programme's mission statement, marketing, and year-end evaluation, this practical tool provides the guidance needed to develop and implement a quality employee health promotion programme. With over 30 tables and figures as well as seven helpful appendixes, readers can quickly and easily select the information that applies to their specific goals. This book enables any company to tailor a programme to its employee population and financial resources. Large companies (2,000+ employees) as well as small ones (under 500 employees) will appreciate the in-depth information on budgeting, facility design, and staffing. CEOs, benefits managers, medical directors, occupational nurses, and health / fitness professionals will all want to use Guidelines for Employee Health Promotion Programs. It will help them design an employee health / fitness programme tailor-made to enhance the calibre of their company's work force.

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