

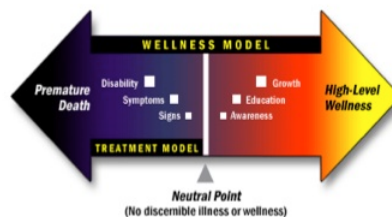
UWSP – Wellness and Health Promotion: Academic History: Copyright by RA Abbott, Abbott Solutions, Inc. 2013. Permission required for duplication: call 715-340-6493 see <http://7dimensionsofwellness.com/>

The University of Wisconsin-Stevens Point (UWSP) has a long history in helping create the wellness movement. The National Wellness Institute had roots in UWSP Student Health and Health, Physical Education, Recreation, and Athletics. The Health Promotion and Wellness (UWSP-HPW) academic program was introduced in 1987 and continues to produce graduates with a Health Promotion and Wellness Bachelor of Science degree. In our academic approach, we saw the importance of wellness in the solving health issues. We not only addressed specific diagnoses and best-practice prevention strategies, we address the complexity of the whole person.

The concept of wellness came to the UWSP campus under the leadership of Bob Bowen, PhD, a coach, teacher, and health educator at the University Health Center and Chair of Health, Physical Education, Recreation, and Athletics (HPERA) in 1972. It was Dr. Bowen, and his interest in prospective medicine that moved Dr. Don Johnson (the current head of the UWSP Health Center) to interview and hire Bill Hettler, MD, 1974. Hettler became the Director of the Health Center and also taught within the School of HPERA. The wellness concept had started originally as the Institute for Lifestyle Improvement and launched under the (UWSP) foundation. Three UWSP faculty at that time—Dennis Elsenrath, EdD, CWP, Director of Counseling Services; Fred Leafgren, PhD, Director of Student Life; and Bill Hettler, MD, CWP, Director of Health Services—joined together with the idea that “we, as humans, could live better, healthier lives through the principles of balance and awareness.” In 1978, the National Wellness Conference was born, as the third annual (two local conferences had been sponsored under Bowen’s leadership as Associate Dean of HPERA, and Ron Cook, the future Director of the Sentry Insurance Wellness Program. (The Midwest leads the nation with Wisconsin, Minnesota, and Michigan having some of the first corporate wellness programs in the country.)

Dr. Hettler continued to work in Frost Valley, N.Y. with a YMCA camp program where he developed a friendship with Dr. John Travis, Donald A. Tubesing, and other early leaders. Hettler became the “face of Wellness,” appearing on the TV show *Good Morning America*, and challenging audiences nationwide to make “brushing your teeth in public” as popular as smoking. He was the master in keeping the importance of fun in being well. In 1976, Dr. Hettler released what was to become the base philosophy for the National Wellness Institute: the Six Dimensions of Wellness model. The six dimensions included intellectual, emotional, social, spiritual, occupational, and physical. By balancing these six dimensions and actively seeking to improve them, the organization’s founders believed individuals could improve their overall well-being. The National Wellness Institute, Inc. (NWI) was officially formed in 1977 and based upon the Travis Continuum of Health model.

**Travis: 1st Health Care Continuum
1970-1990: Wellness Management**



Also see: <http://www.nationalwellness.org/?page=History>

Bowen went on to influence the US Indian Health Service with the wellness model that ultimately led to an associate's degree for Native Americans who become health administration leaders from Alaska to Florida. Bowen became the president Wisconsin-AHPER and was involved in the Legislative Health and Fitness Day Project in 1987, which gained industry support for wellness and health throughout Wisconsin. In 1989, Bowen moved to direct the UWSP International Education office. Subsequently, his work with the European Wellness Union and the National Wellness Conference created a series of professional exchanges to motivate acceptance of wellness in Europe, and subsequently facilitated the first overseas internships for the HPERA Wellness and Health Promotion academic program in the late 1980s and early 1990s.

UWSP – Wellness and Health Promotion: Academic History



UWSP sets the pace for academic professional training programs in Wellness and Health Promotion in 1987.

The academic program was started in 1987, by Dr. John Munson, Associate Dean, Health Physical Education and Athletics. A move was made to establish a separate degree from Physical Education, targeted at meeting the new demand from corporations and organizations adding fitness and health promotion programs. In 1989, a separate degree in Wellness and Health Promotion was approved by the UW Board of Regents. Munson remained the driving force and promoter for making UWSP a national leader in academic excellence.

R. Anne Abbott, PhD, was brought on in 1989 and served as Director of Wellness and Health Promotion from 1989 to 1999. Abbott added the ACSM exercise science, certification, and clinical expertise in cardiac rehabilitation [the first clinical model for managing risk and providing lifestyle programming]. Borrowing from alternative medicine, mind-body medicine, and consumer-driven behavioral change models, she developed and taught the environmental, spiritual and career dimensions of wellness, based upon the Increased Awareness Levels of Change model used in retreat settings for both senior students and recovering heart patients.

Jane Jones, PhD, and Dennis Elsenrath, PhD, both with expertise in psychology, behavioral modification, motivational interviewing and counseling, created the facilitation model used in health and wellness coaching and developed the emotional and social dimensions of wellness. The physical dimension of wellness was well developed and taught by exercise physiology and community nutrition programs. Students gained practical experience at the junior level by operating the employee wellness program for 1200 employees and assessing approximately 1500 undergraduates per year in Health American, an introductory undergraduate requirement.

In 1990, the seventh dimension, environmental, was added and the concept of "*Survival of the SPECIES requires more than fitness*" was added as a branding mark. Research evidence was on the horizon.

The seven dimensions model has become a sustainability model for the wellness movement current today, with the addition of the environmental dimension--*the survival of the SPECIES* requires more than fitness--has been the vision of UWSP's academic model, which currently has expanded to include concern for global warming, and resurgence of local community, and desire for an organic lifestyle. In addition, UWSP enter a new area with the UW-Extension and 3 other state universities to create a collaborative on-line Bachelor's degree in a Health and Wellness Management.

Between 1987 and 1997 the UWSP academic program received three national "Best Program" awards from the Association for Worksite Health Promotion and received a National Institute of Occupational Safety and Health (NIOSH) grant to expand the concept of cross training health protection (safety) and health promotion professionals in an undergraduate curriculum. UWSP was the first program in the US specifically preparing professionals in wellness and health promotion. Over 300 university programs have grown from the seeds planted by UWSP's seven dimensions model. See <http://abbotsolutionsinc.com/7dimensionsofwellness.com/Home.php>

As of 2011, over 1,000 UWSP students have graduated and lead wellness and health promotion programs throughout the US and several other countries. The UWSP Health Promotion Program was the first to gain [Academic Program Accreditation](#) status from the National Wellness Institute [Council on Wellness Accreditation and Education \(CWAE\)](#). CWAE recognizes undergraduate degree programs that prepare individuals to enter professions in wellness and health promotion. Accreditation status is granted to programs that meet or exceed stated criteria of educational quality. Students graduating from an NWI Accredited Academic Program are eligible to receive [Certified Wellness Practitioner \(CWP\)](#) designation, a recognized credential in the field.* Applications for CWP must be received within 24 months of graduation from the accredited program.

[*Graduates of two-year programs must earn a bachelor's degree (in any field) before being approved for CWP designation.]