

## **Health & Wellness Article May 2010**

### ***Why Health and Wellness?***

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The health and wellness industry is a continually growing sector. With the increase of baby-boomers entering older age, the health and wellness industry is expected to grow at a rapid rate in the next three to five years. People are becoming more concerned about their health and quality of life. Over half of what affects health is a choice of lifestyle. The way one chooses to live their life greatly affects their health which determines their quality of life and the number of years they have to enjoy it. At the individual level, wellness is viewed as an active process that raises awareness of why and how to maximize individual health potential. Through awareness, diagnoses and treatment most humans experience what it is like to encounter a health challenge; yet many people even after being diagnosed and treated by a health-educator or professional still find themselves engaging in high risk behaviors.

Why is this?

When a health-educator uses a top-down approach with their clients or patients, they may feel powerless, out of control and as though they have failed at taking care of themselves. Most people don't like to be told what to do or how to live their lives and many are so busy, that having to change a routine or add something new to their regime is difficult. Often times many try but soon give up. This is where a health and wellness consultant can be of use and provide an organic approach to a client's health and wellness goals.

According to Michael Arloski; author of the book *Wellness Coaching for Lasting Lifestyle Change* (2009): "There is a growing awareness that people need an ally to work with, and that wellness is a very individual and personal issue." People have a keen interest in living happier, healthier, productive and fulfilled lives. With that, there is a rise in wellness products and services and these are among the fastest growing economic areas, Arloski (2009). Paul Zane Pilzer the author of the book *The Wellness Revolution*, states that, "Wellness is the next trillion dollar industry." According to Statistics Canada, approximately 400 Canadian companies generated revenues of C\$ 2.9 billion and exported C\$ 545 million worth of products abroad for the health and wellness market (Statistics Canada 2007).

The field of consulting and coaching is expanding worldwide and it's not only helping people on an individual level but also on a global level as well. By investing in a health and wellness consultant one receives education, motivation and assistance in making positive changes to their health and well-being. Employers, family, friends and loved ones will also reap the benefits of a healthy and well employee, friend or family member. Employers can expect to have a more productive, efficient, happier and engaged employee with a decrease in absenteeism, presenteeism and company health care costs. Family members and friends can enjoy the company of someone who is healthy, active,

fulfilled and balanced in all areas of their life. Relationships become more meaningful and enjoyable. There may even be a longer life expectancy and a reduction in health issues and costs.

As Moksha Yoga Markham's Health & Wellness consultant, I service the needs of individual's one on one by providing the necessary skills to create awareness, empowerment and to educate and motivate clients into making positive changes to their life. The future of health promotion and education lies in working with individuals in a safe and comfortable environment with an organic upstream approach that my service provides.

The benefits are endless when a client makes the commitment, does the work and creates change in their life. I do not, "tell" the client what to do but act as an "ally" and facilitator in assisting the client to dig deep within themselves to seek out the answers to their problems and questions; and to figure out their goals.

Immediate benefits are an increase in self-awareness of one's own mind, body and spirit, preventative care by identifying and addressing high risk behaviors and lifestyle choices, a sense of empowerment and an increase in knowledge and education. After one session clients begin to feel a sense of control over their lives and their health even if they have only made minor changes.

If any of what I have said has resonated internally, I encourage you to meet with me and see if my services will be of assistance. It doesn't matter what your age, sex, status or health is like, this service is wonderful for anyone who requires support and guidance to reach their goals and make change to their life. I know that change can be a scary thing and many of us take comfort in our choices and habits regardless of whether or not they are good for our health and well-being. I challenge you to take a step back and think about what your life, your health and your well-being and ask yourself what it would look like if you made some minor and small changes to those choices and habits. I have told clients in the past that, "*Small incremental changes can sometimes have a huge impact on our lives.*" Challenge yourself and live your best life today! You have nothing to lose except for the best moments of your life.

For questions, comments or to book an appointment with Vanessa please call the studio or email Vanessa at [vanessa@mokshayogamarkham.com](mailto:vanessa@mokshayogamarkham.com)

## **References**

### **Books**

Arloski, Michael (2009). *Wellness Coaching for Lasting Lifestyle Change*. Michigan, IL: Whole Person Associates.

Pilzer, Paul, Zane (2007). *The Wellness Revolution*. New Jersey: Wiley Bicentennial.

### **Web Sites**

<http://www.statcan.gc.ca/pub/82-221-x/4060878-eng.htm>