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Owned and Operated by Golden Solutions Education and Wellness, LLC

## Wellness Programming Proposal for Bradford Recovery Center

### Mission Statement

**FWF Wellness** is committed to providing access to fun and affordable fitness programs in a welcoming, friendly and inclusive environment. We are a "judgment free zone" and celebrate variety within our community of clients and instructors.

### Core Values

Friendship: FWF Wellness is more than just a place to get fit. The friendships that clients and instructors form as part of our studio is just as important as any of the services we provide. We encourage you to get to know your clients and treat them as friends.

Community: FWF Wellness heavily invested in making our community a healthier and happier place.

Inclusion: FWF Wellness is a judgment-free zone. We want everyone to feel completely welcome and at ease (instructors and clients).

Freedom: FWF Wellness is a free-market and everyone is a little bit different. We celebrate the variety within our community and It is important that instructors and clients alike feel free to grow and practice their craft as they see fit.

### Program Objectives:

1. Provide a comprehensive wellness program for the patients of Bradford County Recovery Center to aid in the recovery process and assist patients with beginning a journey to a healthier lifestyle!

2. Assist patients with finding healthy lifestyle resources in their home communities once they are discharged from the program.
3. Create a partnership to help address Substance Use Disorders in our community.

## **Ownership Structure**

### **FWF Wellness:**

FWF Wellness is a legally filed fictitious name of Golden Solutions Education and Wellness, LLC which is a Limited Liability Company in Pennsylvania founded in February 2016. Golden Solutions Education and Wellness, LLC is owned and directly operated by Nicole Golden, sole proprietor.

There are a total of 9 instructors/trainers who sub-contract with Golden Solutions Education and Wellness, LLC.

## **Instructor Bios**

### **Owner:**

**Nicole Golden, MS** is a fitness professional who holds several fitness and wellness certifications through some of the most rigorous certifying boards listed as follows:

M.S. in Applied Exercise Science/Sports Nutrition from Concordia University Chicago, 4/2021

NASM Master Trainer

NASM (National Academy of Sports Medicine) Certified Personal Trainer

NASM (National Academy of Sports Medicine) Certified Behavior Change Specialist

NASM (National Academy of Sports Medicine) Certified Fitness Nutrition Specialist (Exp.10/2017)

AFAA (Aerobics and Fitness Association of America) Certified Group Exercise Instructor

### **Licensed to teach:**

Zumba, Zumba Toning, Zumba Kids, Zumba Junior, CIZE Live, Pound Fit, P90X Live, and Strong Nation™

## **Primary Instructors (for BRC):**

**Nicole Golden (see above)**

**Jennifer Rought, BS:**

Jen is a fitness professional who holds several fitness and wellness certifications through some of the most rigorous certifying boards listed as follows:

ACE (American Council on Exercise) Certified Personal Trainer

ACE (American Council on Exercise) Group Fitness Instructor

ACE (American Council on Exercise) Behavioral Change Specialist

ACE (American Council on Exercise) Fitness Nutrition Specialist

Fit for Birth Certified Pre/Post-Natal Exercise Specialist

Owner, Life Coach, Stress Management Coach and Personal Trainer at Lunar Mind & Body

**Licensed to teach:** PIYO, Spin, personal/group trainings, mobility and flexibility training, HIIT/Tabata classes, chair yoga, stability ball classes, dance fitness.

**Creator of:** Burlesque Burn

## **Beth Fisher, MEd:**

Beth is a registered nurse, licensed massage therapist and exercise physiologist:

ACSM (American College of Sports Medicine) Certified Exercise Physiologist

Certified Massage Therapist (Massage Therapy Centre of Canada)

Registered Nurse

Beth provides classes on self myofascial release and flexibility techniques to clients to help maintain the body and prevent injury that stems from muscle tightness and imbalance.

## **Shanon Ackely, BS:**

Shannon is a highly energetic instructor with a passion for helping others.

AFAA (Aerobics and Fitness Association of America) Certified Group Exercise Instructor

## **Rachel Trent, BS:**

Rachel is a fitness professional (personal trainer, group fitness instructor and running coach) who holds several certifications. Her interests including running, strength training and weight loss coaching. Rachel also holds a special interest in training for obstacle course events (i.e.,the Warrior Dash).

National Academy of Sports Medicine (NASM) Certified Personal Trainer

Certified Speed Specialist, National Association of Speed and Explosiveness

Certified Group Exercise Instructor- Aerobics and Fitness Association of America (AFAA)

Women's Fitness Specialist, Aerobics and Fitness Association of America (AFAA)

Bachelor of Science in Sport Management, Concentration in Wellness and Fitness

### **Kirsten Miller, MS:**

Kirsten is a fitness professional and school guidance counselor. She has many years experience teaching group exercise.

AFAA (Aerobics and Fitness Association of America) Certified Group Exercise Instructor

**Licensed to teach:** PIYO, P90X Live

### **Shannon Hilliker, PhD**

Shannon is a fitness professional with many years of experience in the recovery community. She brings a special kind of compassion and care in working with individuals in recovery from Substance Use Disorders.

Ph.D. in Curriculum and Instruction

AFAA (Aerobics and Fitness Association of America) Certified Group Exercise Instructor

**Licensed to teach:** Pound Fitness

### **Melissa Underdown, MS, RD, CNSC**

Melissa is a registered dietitian and certified nutrition support clinician.

M.S. in Nutrition and Dietetics

## **Business Model**

All instructors are highly qualified and maintain current certification and licensure to teach the classes they are offering. Each instructor:

1. Carries his/her own liability insurance.
2. Has appropriate licensure and/or certification for class offered
3. Holds up-to-date CPR/AED certification.

## Offerings and Class Descriptions

### **Group Fitness Classes:**

**Zumba:** A latin-dance inspired dance-based fitness class. It is a total workout, combining all elements of fitness – cardio, muscle conditioning, balance and flexibility, boosted energy and a serious dose of awesome each time you leave class.

**Zumba Toning:** Just like regular Zumba, but with the challenge of adding resistance by using Zumba® Toning Sticks (or light weights), helps you focus on specific muscle groups, so you (and your muscles) stay engaged! Lightweight maraca-like Toning Sticks enhances sense of rhythm and coordination, while toning target zones, including arms, core and lower body.

**Zumba Step:** We combine the awesome toning and strengthening power of Step aerobics, with the fun fitness-party that only Zumba® brings to the dance-floor. Zumba® Step increase cardio and calorie burning, while adding moves that define and sculpt your core and legs.

**Zumba Gold:** Zumba Gold is based on the same dance moves used in the original Zumba class. The Gold class, however, is less intense, with dance routines designed for beginners and older adults who may have limited capabilities.

**Piloxing:** A non-stop, cardio fusion of standing pilates, boxing and dance that will push you past your limits for a sleek, sexy, and powerful you!

**Buns and Guns:** Created by NASM Certified Personal Trainer, Nicole Golden, Buns and Guns is a cardio strength fusion class incorporating dance rhythms (today's hits, classic rock, Swing, Bollywood, Burlesque and Hip Hop) and choreographed weight lifting routines using light weights. The sixty minute class is divided into a thirty minute cardio dance section followed by a block of choreographed strength routines using dumbbells to provide a great total body workout.

**Intervals Weights:** This periodized strength training class provides an efficient strength training workout using dumbbells and bodyweight.

**PIYO:** Sweat, stretch, and strengthen—all in one workout! Using only your bodyweight, you'll perform a series of low-impact, high-intensity Pilates- and yoga-inspired moves to work every single muscle in your body. The result? A long, lean, and incredibly defined physique. Ready to make your power move?

**Yoga:** Benefits of Yoga: Increased flexibility, increased muscle strength and tone, improved respiration, energy and vitality, Maintaining a balanced metabolism, weight reduction, cardio and circulatory health, improved athletic performance, protection from injury.

**Pound Fit (Pound):** Using Ripstix®, lightly weighted drumsticks engineered specifically for exercising, POUND® transforms drumming into an incredibly effective way of working out. Instead of listening to music, you become the music in this exhilarating full-body workout that combines cardio, conditioning, and strength training with yoga and pilates-inspired movements. Designed for all fitness levels, POUND® provides the perfect atmosphere for letting loose, getting energized, toning up and rockin' out! The workout is easily modifiable and the alternative vibe and welcoming philosophy appeals to men and women of all ages and abilities.

**P90X Live:** The P90X LIVE workouts offer a rich variety of intense routines from cardio to resistance training, strength training, plyometrics, ab work, and more. Using the science of Muscle Confusion™, P90X constantly switches things up (the blocks, the protocols, the rep ranges) to help class members bust through plateaus. Plus, there are modifications so people at any level can partake. And, with the option of using weights, resistance bands, or even bodyweight to complete the workouts.

**Foam Rolling Instruction (“Roll with It”):**

Foam rolling or SMFR (Self-myofascial Release) is something that all active people should do routinely. Myofascia is connective tissue that encapsulates all of the muscles, blood vessels, organs, and nerves and also connects all of the together. When an injury occurs, it is common for the myofascial covering to heal with adhesions. The compression movement techniques of foam rolling smooth out those areas more effectively than traditional stretching.

**Active Isolated Stretching:**

Active Isolated Stretching (AIS) a method developed by world renowned rehabilitation specialist, Aaron L. Mattes, MS, RKT, LMT, is designed to naturally restore musculoskeletal function and balance throughout the body. This is not the typical stretching that we've all been taught in gym class.

AIS is quite different than what most of us have come to know about stretching as it uses shorter duration holds (no greater than two seconds) and opposite muscle contraction to allow full relaxation and lengthening of the targeted muscle without inducing the protective stretch reflex. This makes stretching not only safer, but also more effective.

After 40 years of research and implementation, AIS has become the preferred stretching technique not just for rehabilitation, but also for enhanced performance by professional athletes and Olympic competitors. It is finally being offered for health maintenance for the general public, too.

**Nutrition Classes:**

A beginner course that covers the basic principles of nutrition and weight management with particular application to fitness and overall wellness. The course will review the role of macronutrients/micronutrients, how to read nutrition labels and choose healthy food options.

**Specialty Topics:**

1 hour, educational presentations on topics including, but not limited to "Lifestyle Stress Management", "Making Fitness Fit You", "Massage as a Healing Modality", "Understanding Work-style preferences for Conflict Resolution," "Gadgets...Fitbits and other wearables," "Weight loss 101, "Healthy Lifestyle Principles."

## **Other Services:**

### **Fitness Assessments:**

These are usually one time assessments provided to help people develop an appropriate exercise programming. They are completed by a certified personal trainer. Fitness assessments include, cardiovascular assessment, BMI/body fat measurements, assessments of muscle groups looking at muscle imbalance and overall endurance.

### **Wellness Coaching/Consultation:**

Health/wellness coaching is the use of evidence-based skillful conversation, clinical interventions and strategies to actively and safely engage client/patients in health behavior change. Health coaches are certified or credentialed to safely guide clients and patients who may have chronic conditions or those at moderate to high risk for chronic conditions.

### **Nutrition Consultation:**

A more individualized consultation to review goals and healthy eating specific to an individual client.

### **Personal Training:**

Typically one-on-one training with a client completely individualized to the needs and goals of that client. Personal training can include cardio workouts, strength (weight) training, foam rolling instruction, corrective exercise and individualized goal tracking.

### **Small Group Training:**

Typically provides the same services as personal training but is modified to be appropriate for a group of 2-4 individuals.

### **Individualized Goal Tracking and Exercise Planning:**

Although this component is often included in personal training, some clients are more independent regarding their workouts and look for a personal trainer as a consultant to guide his/her exercise programming and goal tracking. These are typically monthly or bi-monthly consults.

## **Proposed Program for Bradford Recovery Center**

The programming will be a partnership between FWF Wellness (aka Golden Solutions Education and Wellness, LLC) and the Bradford County YMCA with instructors and substitute instructors provided by both entities.

Nicole Golden, owner of FWF Wellness (aka Golden Solutions Education and Wellness, LLC) will coordinate all programming, instructor scheduling and be the point-of-contact for the program.

Surveys can be conducted monthly to gauge the specific interest for group fitness classes and wellness topics.

**Option #1:**

\*\*Assuming a census of 28-35 patients at any given time.

**Assessment Based Programming:**

Each week, a trainer will be available to complete fitness assessments on patients who are incoming that week or the prior week (\*I estimated that there would be approximately 10 new patients per week). The trainer will create a personalized fitness plan for the patient/client which will suggest which training group is appropriate and which group fitness classes are appropriate for that patient. If desired, the patient can receive a repeat fitness assessment before being discharged from the program if they are interested in continuing with a fitness program.

**Option #2,3:**

**General programming:**

Each week instructors and trainers will be available to provide classes and training groups based on the specific interests of the patients.

**Equipment:**

FWF Wellness (Golden Solutions Education and Wellness, LLC) can provide some of the equipment necessary (i.e., Pound sticks, toning sticks, foam rolling equipment, etc). However, BRC is encouraged to purchase some equipment if patients would like to use it on their own when instructors/trainers are not on site (i.e., yoga mats, weights, etc).

In general, with the proposed programming, the purchase of expensive gym equipment and machines is not necessary as all workouts can be completed with dumbbells, body weight and some olympic weights and benches.

Additionally, use of a printer or printer network will be necessary to provide patients with fitness assessment results and exercise templates if this option is chosen.

## **Anticipated Costs:**

**Payments will be billed monthly at a rate of 100.00 hourly.**

\*Instructors/trainers will be on-site at least 4 days/week to provide regular coverage. If an instructor is not available, a substitute instructor will be available to cover the class. The hourly charge will be billed for on-site hours only and includes the full coordination and implementation fo the program (approximately an additional 5-7 hours a week of additional adminstrative work).

\*\*Services shall be provided at least 4 days weekly and schedules for programming shall be created monthly based on the patient census and needs/interests of individual patients.

\*\*\*Equipment can be brought on-site by the instructor or purchased by Bradford Recovery Center (if desired).

### **Data Collection:**

**A monthly survey will be created an given out to patients in order to gauge the interests of the patients to drive programming and course topics.**

Information will be provided to patients in order to find gyms or fitness centers in their local communities to continue their fitness programs once they are discharged from the center. Additionally, **data will be tracked on how many patients join local gyms or continue a fitness program after discharge (“retention rates”)**. Nicole Golden will work on negotiating discounts at local gyms or fitness studios in a patient’s local community. Additionally, patients will be given a list of gyms and fitness studios local to them when they are discharged. He/she will also be given a copy of his/her current fitness plan and assessment results to make the transition to a fitness program outside of BRC seamless.

### **Articles about Exercise Therapy in Recovery:**

<http://www.palmbeachpost.com/lifestyles/health/exercising-his-demons-how-fitness-fuels-his-addiction-recovery/5oHTHVOIVPffwcfwYAAsql/>

<http://www.bestdrugrehabilitation.com/treatment-program/workshops/physical-fitness/>

<http://reawakeningwellness.com/one-on-one-fitness-training/>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3276339/>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2829243/>

<http://blog.smartrecovery.org/2012/12/26/benefits-of-exercise-in-addiction-recovery/>

<https://www.hindawi.com/journals/tswj/2012/901741/>