

WILLIAM BOYD BAUN, EPD, FAWHP

William B. Baun (Bill) spent more than 35 years of his life in worksite health promotion management/programming. Until his death in 2016, he directed the Wellness program at The University of Texas M. D. Anderson Cancer Center. Bill served as a member of the Board of Directors for the National Wellness Institute, Houston Wellness Association, and CAN DO Houston. He was Chair of the CEO Cancer Gold Standard and the Houston Mayor's Wellness Council. He was a member of the startup wellness team at Tenneco (1981) and managed the program till 1996. While at Tenneco he planned and initiated more than 25 health promotion/fitness programs in a variety of white and blue-collar settings. In the early 90's he teamed up with Dr. Nell Gottlieb, University of Texas at Austin, to develop a remote site health promotion model that is now utilized by many global companies. This model was used by Tenneco to implement the Pipeline to Health program at 110 gas compressor sites and by the American Cancer Society's Worksite Team to implement more than 1,500 health promotion programs in Texas.

While under Bill's leadership, the Tenneco program received national recognition. In 1984, the Association of Fitness in Business (AFB) honored the program as the *Best Corporate Program* and the Washington Business Group on Health honored them with the *Worksite Wellness Award*. In 1985 Tenneco was on the Club Industry *Top Ten Programs* list, and received the Kelly Communications *Health Action Leadership Award* in 1990. In 1992 Tenneco was one of the first worksite programs to receive the *C. Everett Koop Health Project Award*, and in 1995 Tenneco was recognized by Fortune Magazine as one of the *Healthiest Companies in America*. In February 1996 the American Productivity & Quality Center completed a health promotion benchmarking study and recognized Tenneco for its program adaptability and success in remote site programming.

Bill received the *AWHP Exceptional Leadership Award* in 1988, Regional AWHP Leadership Award 1996, is a Fellow of both AWHP and the AAHPERD Research Consortium, and was certified by ACSM at the Health/Fitness Director level in 1986. He received a B.S. in Economics/Government from Louisiana State University, a Master's degree from the University of North Texas in Exercise Science, and completed doctoral work in Human Organizational Systems from the Fielding Institute. Bill has many publications and book chapters concerned with the core principles and issues involved in managing worksite programs. He co-authored many of the classic economic worksite studies that came from Tenneco. His first book, *Top Priority: The Worksite Health Promotion Team* (1988) was published with the American Cancer Society and University of Texas Public Health School. His next book, *Guidelines for Employee Health Promotion Programs* was published in 1992 and in 1995 he completed a book entitled *Health Promotion Management Skills* for the AJHP. In 1999 he published *Health Promotion Sourcebook for Small Business* with WELCOA and his last book, ACSM's *Worksite Health Promotion Manual* was published by Human Kinetics in 2003. His latest book, *Healthy Women at Work* will be released by the WorkCare Group in September. He served as an Associate Editor for the American Journal of Health Promotion and was on the Editorial Board of ACSM's Health & Fitness Journal and International Journal of Health Management.

He held adjunct professor positions at both the University of Texas Public Health School and the University of Houston where he had taught and served on thesis and dissertation committees. He was an enthusiastic and motivating workshop leader, keynote, and after a dinner speaker. Twice he had addressed groups reviewing worksite health issues chaired by the Surgeon General of the United States. In 2008 he was the opening keynote for the South American Wellness Conference held in San Palo Brazil. His strong facilitation skills have been used in a variety of environments to help plan and move projects forward. He had planned and managed operational (>\$1m), capital (>\$1m), cost of quality (\$600k), and benefit (>\$19m) budgets for departments and projects in a variety of settings. He was dedicated to total quality management and teamwork and had facilitated, developed, managed, and evaluated the cross-functional work involved in these processes.

Bill Baun Motivational Videos

- <https://youtu.be/ApgigXIsYgM> Engaged Resilience-Bill's Final Message
- <https://youtu.be/qrjBh9InFuo> How to Dance in the Rain
- <https://youtu.be/giFJXYGe-to> Hard Return on Wellness Programs



William B. Baun, EDP, CWP, FAWHP

The Power of Mentoring and Friendship

Believe and find the good...Bill believed in me. Bill saw potential in me that I didn't always readily see. He was a light seeker – finding and focusing on the good whenever possible.

Listen well...He was great at listening and helping people feel heard, understood and loved.

Never stop learning...He was a lifelong learner who remained open to possibilities and mystery

Lean on others...He didn't hesitate to share his experience if he believed it would help others learn and avoid mistakes he had made in the past. He encouraged others to not be afraid to ask for help. There is nothing weak in leaning on others.

Seize the day...Through his extraordinary life experiences, he understood very well that each day, each moment is a gift. Waste not...so much to do, experience, many ways to make a difference. Give back to the world that loves you so. Give while you can because you never know how much time you have left.

Be mindfully present...While you make the most of each moment...be sure you slow down and engage in those moments.

Be you...Because you are awesome in so many ways...

Bill didn't teach me anything I didn't already know. His gift was to bring this knowledge and belief out of me...to help me feel comfortable in what sat deep inside me. He helped me believe in me.

Bill was an angel on earth who thrived by helping others believe in the magic of life and prove to ourselves what he knew all along...

“We are braver than we believe.

Stronger than we seem.

Smarter than we think.”

Thank you, Bill for helping me be a better me. In gratitude, I strive to carry on your legacy.

Written by Susan Morgan Bailey, MS, SPHR, SHRM-SCP

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