



News Release

FOR IMMEDIATE RELEASE

HERO SELECTS DR. REBECCA KELLY AS FIRST-EVER RECIPIENT OF THE HEART OF HERO AWARD

MINNEAPOLIS (Oct. 1, 2014)—HERO (the [Health Enhancement Research Organization](#)) announced today that Rebecca Kelly, Ph.D., RD, CDE, assistant professor and the first ever director of health promotion and wellness for The University of Alabama (UA), has been chosen as the recipient of the first-ever [Heart of HERO Award](#).

“This award recognizes an individual who is directly involved in the day-to-day operations of their company’s employee health management program, and who has directly impacted program outcomes,” said Jerry Noyce, president and CEO of HERO. “Dr. Kelly is dedicated to health, both on a personal level and the health of employees at The University of Alabama. She is an advocate for industry best practices and has been involved in several groundbreaking industry collaborations and research related to topics like biometric screenings. She exemplifies the passion and leadership that is needed to implement and maintain a successful wellness program.”

Heart of HERO is a new award from HERO this year, and was created to recognize the individuals whose leadership inspires others to embrace change and encourage action, successfully facilitates ideas into actionable plans, actively participates in industry groups, and creates strategic programs and practices with measurable impact.

Kelly has more than 20 years experience in designing and leading award-winning wellness programs. Before joining UA in 2007, she served as the first-ever wellness coordinator for American Cast Iron Pipe Company for 13 years, a 2014 C. Everett Koop award recipient. She was the first appointed director of health promotion and wellness at UA and established the Office of Health Promotion, where she created and launched WellBAMA, the University’s employee wellness program along with over 10 signature health improvement programs. Kelly’s vast work in health promotion and wellness has led to her new role as director of health enhancement and planning at UA – an opportunity to focus on strategic health initiatives and research outcomes.

Kelly’s innovative and creative approach has guided her in the development of over 20 health improvement initiatives for organizations including UA, demonstrating high levels of engagement, health improvement, and cost savings.

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About HERO – Based in Edina, Minn., HERO (the Health Enhancement Research Organization) is a non-profit corporation dedicated to the creation and dissemination of employee health management research, education, policy, strategy, and leadership. HERO was established in 1996 as a not-for-profit, 501(c)3 corporation to create high quality employee health management

(EHM) research, especially that dealing with the impact of modifiable health risks on health care costs. To learn more, visit www.the-hero.org. Follow us on [Twitter](#), [Facebook](#) or [LinkedIn](#).

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