

Earning and Maintaining Your Certified Wellness Practitioner (CWP) Designation

Wellness Alliance

wellnessalliance.org/cwp

support@wellnessalliance.org



The opinions expressed in this presentation are those of the speaker. The Wellness Alliance and the International Foundation disclaim responsibility for views expressed and statements made by the program speakers.



Today's Agenda



- Introduction to the CWP certification
- The Wellness Promotion Competency Model
- Steps to earn and maintain the CWP credential
 - Eligibility criteria
 - Examination Preparation
 - Exam registration, format, experience
 - Continuing education
 - Recertification
- Questions

Who Are CWPs?



- Multidisciplinary expertise
- Diverse educational backgrounds
- Various levels of experience
- Wide-ranging career paths



Why Become a CWP?



- Showcase your credibility and competence
- Build valuable connections
- Attain leadership positions
- Enhance your skills
- Differentiate yourself

Advance health and wellness for individuals, workplaces, and communities!

The Foundation of the CWP



wellnessalliance.org/competencies

Competencies

- Knowledge
- Skills
- Abilities/Attitudes

Wellness Promotion Competency Model

- Research-based
- 2021: Current version released
- 5 Domains
- 27 Competencies

Steps to Earn and Maintain CWP



wellnessalliance.org/cwp

STEP #1

Confirm Your Eligibility

Exam Eligibility Pathways

Confirm
Your
Eligibility

PATHWAY #1

Wellness or Wellness-Related
Bachelor's Degree or Higher **OR**
Wellness Associate Degree

PATHWAY #2

Non-Wellness Bachelor's Degree
or Higher **OR** Wellness-Related
Associate Degree

PATHWAY #3

Non-Wellness-Related Associate
Degree **OR** High School Diploma, GED,
or Equivalent Degree/Diploma

Wellness Degree Examples

- Wellness
- Health Promotion
- Health Education
- Public Health
- Integrative Health
- Healthy Living
- Health and Well-Being Management
- Health and Wellness Coaching

Wellness-Related Degree Examples

- Dietetics
- Kinesiology
- Exercise Science
- Psychology
- Social Work
- Nursing
- Health Psychology
- Advanced Degree (DO, MD, PA, DC, DPT)

Professional Experience

Confirm
Your
Eligibility

Paid or formally recognized work that involves applying wellness knowledge or practices in a structured, often client-facing or organizational setting, including roles in:

- Health and Wellness Coaching
- Workplace Wellness
- Clinical or Nutritional Wellness
- Fitness & Physical Wellness
- Mental & Emotional Wellness
- Community-Based Wellness

Exam Eligibility Pathways

Confirm
Your
Eligibility

PATHWAY #1

Wellness or Wellness-Related Bachelor's Degree or Higher **OR** Wellness Associate Degree

OPTION A

Formal Education

- Bachelor's degree or higher
- Wellness* or wellness-related**

Professional Experience

One year in wellness or proof of a qualified internship/practicum^

OPTION B

Formal Education

- Associate degree
- Wellness*

Professional Experience

Two years in wellness or one year in wellness and proof of a qualified internship/practicum^

PATHWAY #2

Non-Wellness Bachelor's Degree or Higher **OR** Wellness-Related Associate Degree

OPTION A

Formal Education

- Bachelor's degree or higher
- Non-wellness

Professional Experience

Three years in wellness, or two years in wellness **WITH** either a minor in wellness or a graduate certificate in wellness

OPTION B

Formal Education

- Associate degree
- Wellness-Related**

Professional Experience

Three years in wellness, or two years in wellness **WITH** either a minor in wellness or a graduate certificate in wellness

Eligibility Pathway #3 + Review

Confirm
Your
Eligibility

PATHWAY #3

Non-Wellness-Related Associate Degree **OR** High School Diploma, GED, or Equivalent Degree/Diploma

ONLY OPTION

Formal Education

- Associate degree
- Non-wellness

OR

- High school diploma or equivalent

Professional Experience

Five years in wellness

Note: Demonstrating 15 hours of wellness continuing education in the last five years (must align with the Wellness Promotion Competency Model) may replace up to one year of required professional experience.

Eligibility Review Required!

Please note that all candidates applying to sit for the CWP exam via Pathway #3 must submit an Eligibility Verification Form and pay the associated review fee.

Eligibility Verification Review

- Required for Pathway #3
- Optional for Pathways #1 and #2
- Submit transcripts, résumé, and other supporting documentation
- \$50 review fee
- Submit online by 15th of the month before your exam window

Exam Eligibility Pathways

Confirm
Your
Eligibility

PATHWAY #1

Wellness or Wellness-Related Bachelor's Degree or Higher **OR** Wellness Associate Degree

OPTION A

Formal Education

- Bachelor's degree or higher
- Wellness* or wellness-related**

Professional Experience

One year in wellness or proof of a qualified internship/practicum[^]

OPTION B

Formal Education

- Associate degree
- Wellness*

Professional Experience

Two years in wellness or one year in wellness and proof of a qualified internship/practicum[^]

PATHWAY #2

Non-Wellness Bachelor's Degree or Higher **OR** Wellness-Related Associate Degree

OPTION A

Formal Education

- Bachelor's degree or higher
- Non-wellness

Professional Experience

Three years in wellness, or two years in wellness WITH either a minor in wellness or a graduate certificate in wellness

OPTION B

Formal Education

- Associate degree
- Wellness-Related**

Professional Experience

Three years in wellness, or two years in wellness WITH either a minor in wellness or a graduate certificate in wellness

PATHWAY #3

Non-Wellness-Related Associate Degree **OR** High School Diploma, GED, or Equivalent Degree/Diploma

ONLY OPTION

Formal Education

- Associate degree
- Non-wellness

OR

- High school diploma or equivalent

Professional Experience

Five years in wellness

Note: Demonstrating 15 hours of wellness continuing education in the last five years (must align with the Wellness Promotion Competency Model) may replace up to one year of required professional experience.

Eligibility Review Required!

Please note that all candidates applying to sit for the CWP exam via Pathway #3 must submit an Eligibility Verification Form and pay the associated review fee.

Confirm Your Eligibility

Confirm
Your
Eligibility

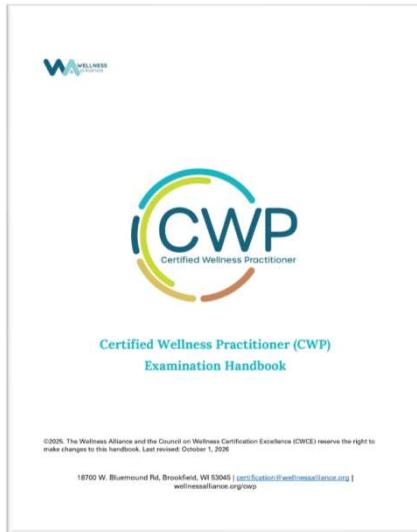
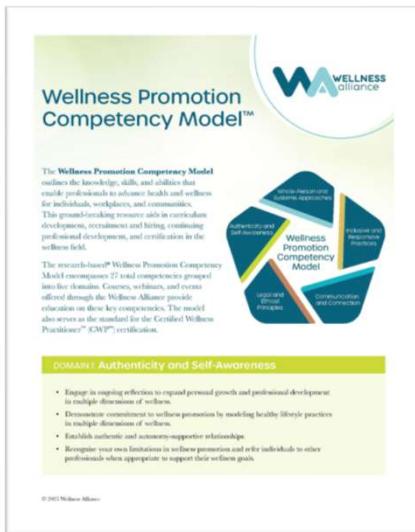
1. Identify the CWP Exam Eligibility Pathway that applies to you based on your formal education.
2. Self-determine whether you meet the professional experience requirements in that pathway.
3. If unsure of eligibility, pay review fee and submit the optional* CWP Exam Eligibility Review Verification Form.

*Verification Form is required for Eligibility Pathway 3

STEP #2 Prepare for the Exam

Review Exam Resources

Prepare
for the
Exam



Wellness Alliance Prep Resources

Prepare
for the
Exam

CWP Study Package

- CWP Practice Exam
 - Two attempts; 50 questions
 - Report of wrong answers with associated competency domain
- Study Resources Guide
 - PDF and Excel formats
 - 200+ links to readings, toolkits, videos, and courses
- Six-month access
- Wellness Alliance member savings

Wellness Promotion Competency Model Courses

- Nine courses
- Self-paced, on-demand
- Bundle discount
- Wellness Alliance member savings



wellnessalliance.org/cwp

Prepare for the Exam

Prepare
for the
Exam

1. Review the Wellness Promotion Competency Model, Exam Handbook, and CWP FAQs.
2. Explore CWP exam prep resources and education from the Wellness Alliance and other reputable sources.
3. Determine when you'll take the exam (January, May, or September) and make a study plan.

STEP #3 Register for and Pass Exam

Register for the Exam

Register
for and
Pass Exam

CWP Certification Examination Info

- Two-week exam periods: January, May, and September
- Registration opens: Approx. three months before

CWP Certification Examination Rates

- Early bird: \$395 (members) | \$495 (nonmembers)
- Regular: \$450 (members) | \$550 (nonmembers)
- Discounted rates for teams of 5 or more
- Retake in future exam period: \$100

wellnessalliance.org/cwp

January 2026 Important Dates

Register
for and
Pass Exam

December 8, 2025

- Last day to save \$55 on exam registration with early-bird rate

December 15, 2025

- [Optional] CWP Exam Eligibility Verification Request Form due

January 8, 2026

- CWP exam registration and application submission deadline

January 13-27, 2026

- Period to complete online CWP exam

February 1, 2026-January 31, 2029

- Certification period for those who pass the January 2026 exam

Take the Online Exam

Register
for and
Pass Exam

CWP Certification Examination Info

- Online exam access: Two-week period, 24-hour access
- Time to complete exam: Four hours, one sitting
- Attempts per exam period: One
- Number of questions: 150
- Pass score: 66%
- Unofficial results received: Immediately after submission
- Score report emailed: 2-4 days after exam period closes
- Official certificate available: 1st of the month after exam

About the Exam Questions

Register
for and
Pass Exam

Questions cover all five domains of the Wellness Promotion Competency Model.

- Multiple choice
- True/false
- Select all that apply
- Scenario-based
- No essay questions



See the [CWP Exam Handbook](#) for the Exam Blueprint.

Sample Question #1

Register
for and
Pass Exam

If a wellness practitioner discovers that an individual's needs are out of their scope of practice, what would be the BEST course of action for the practitioner?

- A. Agree to meet with the client to discuss more
- B. Help the client with something that aligns with their scope of practice
- C. Apologize to the client and discharge them as a potential client
- D. Refer the client to an appropriate professional who would be best suited for their needs

Sample Question #2

Register
for and
Pass Exam

General Hospital has just issued a new policy that all employees must remain at their desks, working, from 1 p.m. to 4:30 p.m. The new policy makes it impossible for the Muslim employees to engage in Asr, the afternoon prayer that is a practice of their faith. What law does General Hospital's new policy likely violate?

- A. Americans with Disabilities Act (ADA)
- B. Health Insurance Portability Act of 1966 (HIPAA)
- C. Title VII of the Civil Rights Act of 1964
- D. The Rehabilitation Act of 1973

Share Your Accomplishment

Register
for and
Pass Exam



Take and Pass the Exam

Register
for and
Pass Exam

1. To register, submit the fee and brief application; watch for emails about exam access.
2. Take the online exam, in one sitting, anytime during your scheduled two-week exam period.
3. Submit the 150-question exam within four hours of starting; view your exam results immediately.
4. Receive your official score report via email after the exam period closes.
5. After the 1st of the month, download your CWP certificate and begin using the CWP credentials.

STEP #4

Track Your Continuing Education

CE Credit Requirements

Track Your
Continuing
Education

- Review the recertification FAQs and continuing education (CE) requirements.
- Document 30 CE credits in your Professional Development Journal during your three-year certification cycle.
 - Minimum of 10 must be Category 1
 - Remaining 20 may be Category 1 or Category 2

CE Activity Categories

Track Your
Continuing
Education

Category 1 CE Activities

- Most Wellness Alliance webinars, courses, and events
- Other CE activities preapproved by the CWCE
- Academic coursework
- Automatically recorded in your online Professional Development Journal upon completion

Category 2 CE Activities

- All other CE activities that:
 - Have not been preapproved by the CWCE and are not academic coursework,
 - Align with the Wellness Promotion Competency Model,
 - Are intended for an audience of wellness professionals, and
 - Are not part of your daily job requirements
- Submitted via an online form

Track Your Continuing Education

Track Your
Continuing
Education

1. Familiarize yourself with the CWP recertification requirements and processes.
2. Participate in continuing education (CE) activities that align with the Wellness Promotion Competency Model; maintain proof of attendance.
3. Document a total of 30 wellness-related CE credits earned during your three-year certification cycle.
4. Ensure that at least 10 credits are earned via preapproved Category 1 CE activities.

STEP #5

Recertify Every Three Years

Recertify Every Three Years

Recertify
Every Three
Years

1. Pay the current recertification fee (Members: \$175; Nonmembers: \$225) to certify for another three years.
2. Upon email confirmation of your recertification approval, download your updated CWP certificate from your Professional Development Journal.
3. Continue using the CWP credentials publicly.
4. Begin completing CE activities and credits during your new three-year certification cycle.

Start Your Journey to CWP Today!



certification@wellnessalliance.org • wellnessalliance.org/cwp