

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
 - Preparation and registration
 - Exam format and 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

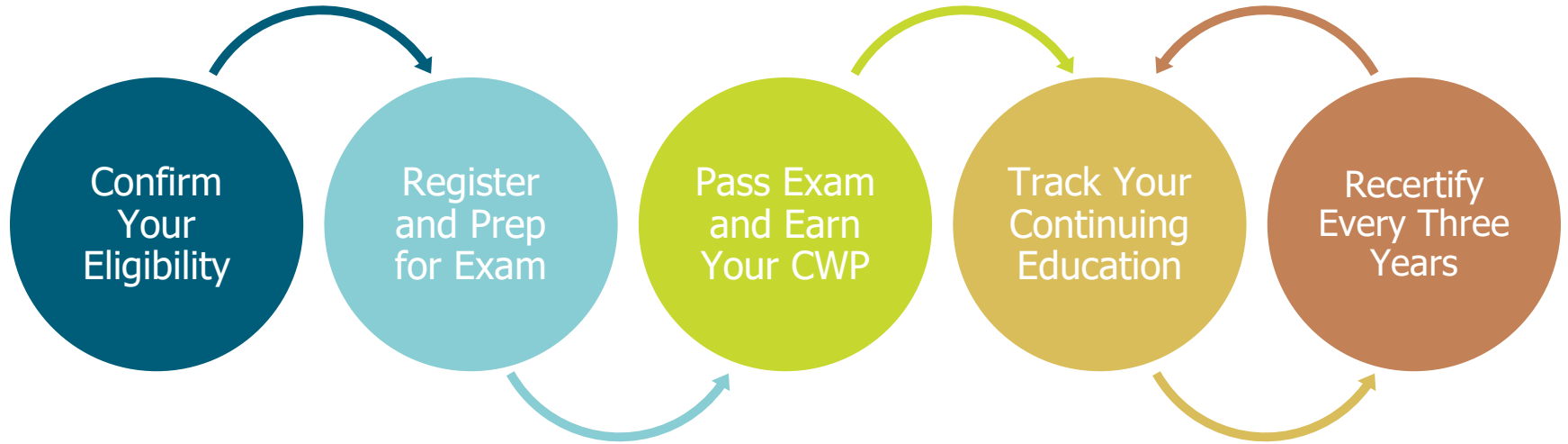
Competencies

- Knowledge
- Skills
- Abilities/Attitudes

Wellness Promotion Competency Model

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

Steps to Earn and Maintain 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)

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
- \$35 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
Register and Prep for the Exam

Review Exam Resources

Register
and Prep
for Exam

Exam Eligibility Requirements, FAQs, Handbook, & Prep Resources

The CWP credential is awarded to successful applicants from multiple disciplines and backgrounds such as health promotion, counseling, wellness coaching, nutrition, social work, nursing, worksite wellness, public health, and education. Prior to completing your application and registering for the exam, please review the documents linked below.



Wellness Promotion Competency Model

Link: [Learn More](#)



CWP Eligibility Criteria

Document: [Download a PDF of the CWP Eligibility Pathways](#)



CWP Info Session Recording

Link: [View Recording from March 6, 2025](#)



CWP Exam FAQs

Link: [Download the CWP Exam FAQs](#)



CWP Exam Handbook

Link: [Download the CWP Exam Handbook](#)



CWP Examination Prep Resources

Document: [Download PDF](#)



CWP Exam Sample Questions

Document: [Download PDF of CWP Exam Sample Questions](#)



Wellness Alliance Prep Resources

Register
and Prep
for Exam

CWP Study Package

- CWP Practice Exam
 - 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



Register for the Exam

Register
and Prep
for Exam

CWP Certification Examination Info

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

CWP Certification Examination Rates

- Early bird: \$375 (members) | \$450 (nonmembers)
- Regular: \$425 (members) | \$500 (nonmembers)
- Retake in future exam period: \$100

wellnessalliance.org/cwp

September 2025 Important Dates

Register
and Prep
for Exam

August 15

- [Optional] CWP Exam Eligibility Verification Request Form due

September 4

- CWP exam registration and application submission deadline

September 9-23

- Period to complete online CWP exam

October 1, 2025-September 30, 2028

- Certification period for those who pass the September 2025 exam

Register and Prep for the Exam

Register
and Prep
for Exam

1. Review the Wellness Promotion Competency Model, the CWP Exam FAQs, and the Exam Handbook.
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).
4. When online registration opens (about three months before the exam period), submit the fee and brief application.
5. Watch for email reminders about exam access.



STEP #3
Take and Pass the Exam

Take the Online Exam

Pass Exam
and Earn
Your CWP

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%
- 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

Pass Exam
and Earn
Your CWP

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

Pass Exam
and Earn
Your CWP

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

Pass Exam
and Earn
Your CWP

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

Pass Exam
and Earn
Your CWP



Take and Pass the Exam

Pass Exam
and Earn
Your CWP

1. Take the online exam, in one sitting, anytime during your scheduled two-week exam period.
2. Submit the 150-question exam within four hours of starting.
3. 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 from your Professional Development Journal 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

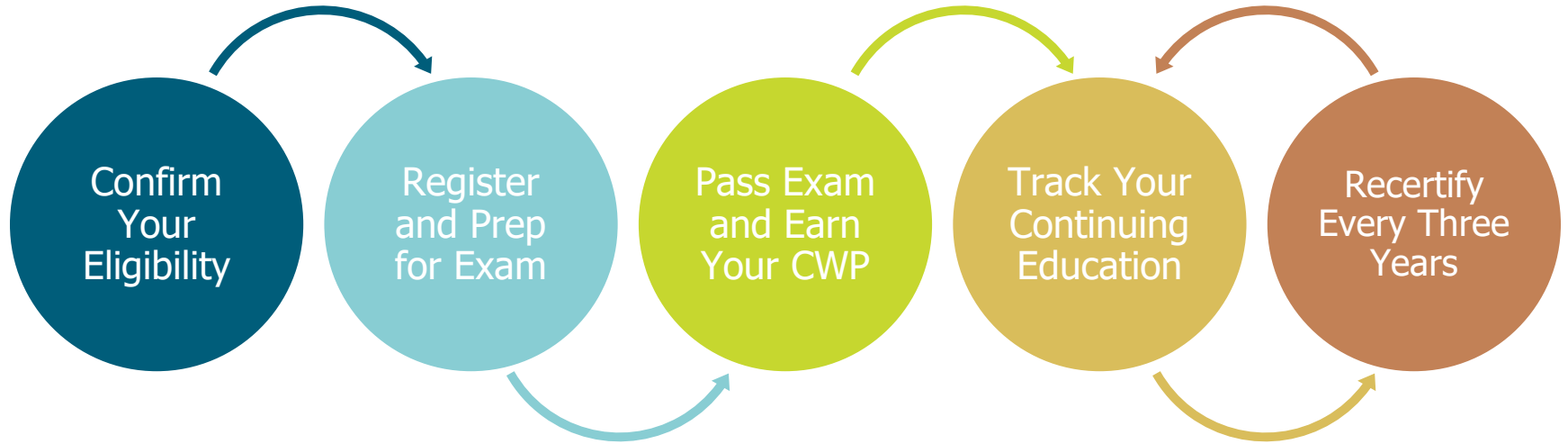


Recertify Every Three Years

Recertify
Every Three
Years

1. Pay the current recertification fee (Members: \$150; Nonmembers: \$200) 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