



NATIONAL WELLNESS INSTITUTE

Worksite Wellness Specialist Certificate Course

Overall Certificate Course Objectives

- describe the business rationale for a comprehensive worksite wellness strategy
- explain how the National Wellness Institute's Six Dimensions of Wellness model, Multicultural Wellness Wheel, and Wellness Promotion Competency Model support a comprehensive wellness strategy
- identify key drivers of a successful multidimensional and inclusive wellness initiative
- recognize the importance of fostering a culture of wellness for all
- utilize inclusive and responsive practices at all stages of design, development, implementation, and evaluation of a comprehensive worksite wellness initiative
- apply foundational principles and best practices to deliver realistic, wholistic, and evidence-based worksite wellness programming
- use appropriate and inclusive communication methods and technologies to support, manage, and promote high-level wellness for all
- collect and use appropriate data to support a multidimensional and inclusive worksite wellness initiative
- list the elements with the Worksite Wellness pillar of the National Wellness Institute Multicultural Wellness Wheel
- list key considerations for a comprehensive worksite wellness strategy
- identify key challenges of implementing a comprehensive worksite wellness strategy

Course Modules + Objectives

Module 1: Introduction to High-Level Wellness at Work

- utilize the National Wellness Institute Wellness Promotion Competency Model to identify opportunities for professional growth
- list the National Wellness Institute's Six Dimensions of Wellness
- outline the significant transitions of worksite wellness

Module 2: The Case for Worksite Wellness

- explain the connection between employee wellness and business strategy
- describe key reasons and drivers for corporate investment in wellness initiatives
- explain the importance of having an integrated, comprehensive approach to employee wellness
- identify common ways to gain and maintain leadership support

Module 3: Foundations of Behavior Change and Motivation

- describe basics of behavior change methodology and theory
- identify opportunities for application of business marketing and social marketing principles and values as influencers of behavior.
- differentiate between intrinsic and extrinsic motivation
- describe how health and wellness coaching might support a worksite wellness strategy

Module 4: Creating a Culture of Wellness for All

- define culture and climate and their role in a healthy workforce
- identify environmental and population assessment tools



- explain how social networks harness cultural and behavioral change
- list basic steps for changing policies and the worksite environment to best foster high-level wellness for all
- explain the alignment of wellness with Total Rewards
- identify the building blocks of a culture of wellness
- utilize inclusive and responsive practices at all stages of design, development, implementation, and evaluation of a comprehensive worksite wellness initiative

Module 5: Programming and Engagement for High-Level Wellness

- identify best practices in wellness program design
- describe the planning and programming cycle
- explain how primary prevention and risk reduction/avoidance fit within wellness programming
- list key considerations for selecting appropriate partners to achieve programming goals
- recognize compliance and legal aspects that may impact a wellness initiative
- incorporate appropriate use of technology into program design, delivery, and communication

Module 6: Communicating WELL

- explain the importance of creating a brand that is unique for the overall wellness initiative but aligns with company branding
- identify key components of a communications strategy aimed at high engagement for all
- utilize best-practice marketing and communication techniques and concepts to support a multidimensional and inclusive wellness initiative
- differentiate messaging when communicating to various stakeholders
- explain the application of a “communications mix” to wellness programming

Module 7: Evaluating Worksite Wellness

- define key data sources for establishing program goals and objectives, and for measuring results
- describe the evaluation process and its key components
- explain applicable evaluation terminology and techniques
- identify key approaches for reporting program results to stakeholders

Module 8: Next-level Wellness at Work

- Utilize a basic operating plan to ensure you are prepared to follow through with the planning of the strategy for implementation, execution, and management of your high-level wellness initiative.
- Describe the differences between a wellness program that develops organically versus one that was intentionally developed.
- Identify key questions to ask when assessing an organization’s overall wellness strategy and programs

