

2025

EDUCATION

**PROFESSIONAL
DEVELOPMENT**

CONNECTION

TOOLKITS

**AND
MORE!**



Who We Are

The Wellness Alliance unites the strengths of the two most recognized and influential professional associations in the wellness industry: the Wellness Council of America (WELCOA) and the National Wellness Institute (NWI). Both organizations have a history of thought leadership in wellness education, harnessing more than 80 years of combined resources and solutions.

The Wellness Alliance empowers professionals to positively impact the health and well-being of individuals, workplaces, and communities through education, certification, evidence-informed resources, and networking opportunities.

As an affiliate of the International Foundation of Employee Benefit Plans, the Wellness Alliance connects the wellness and employee benefits industries, bringing meaningful change to millions of people through education and a wealth of combined services.

History

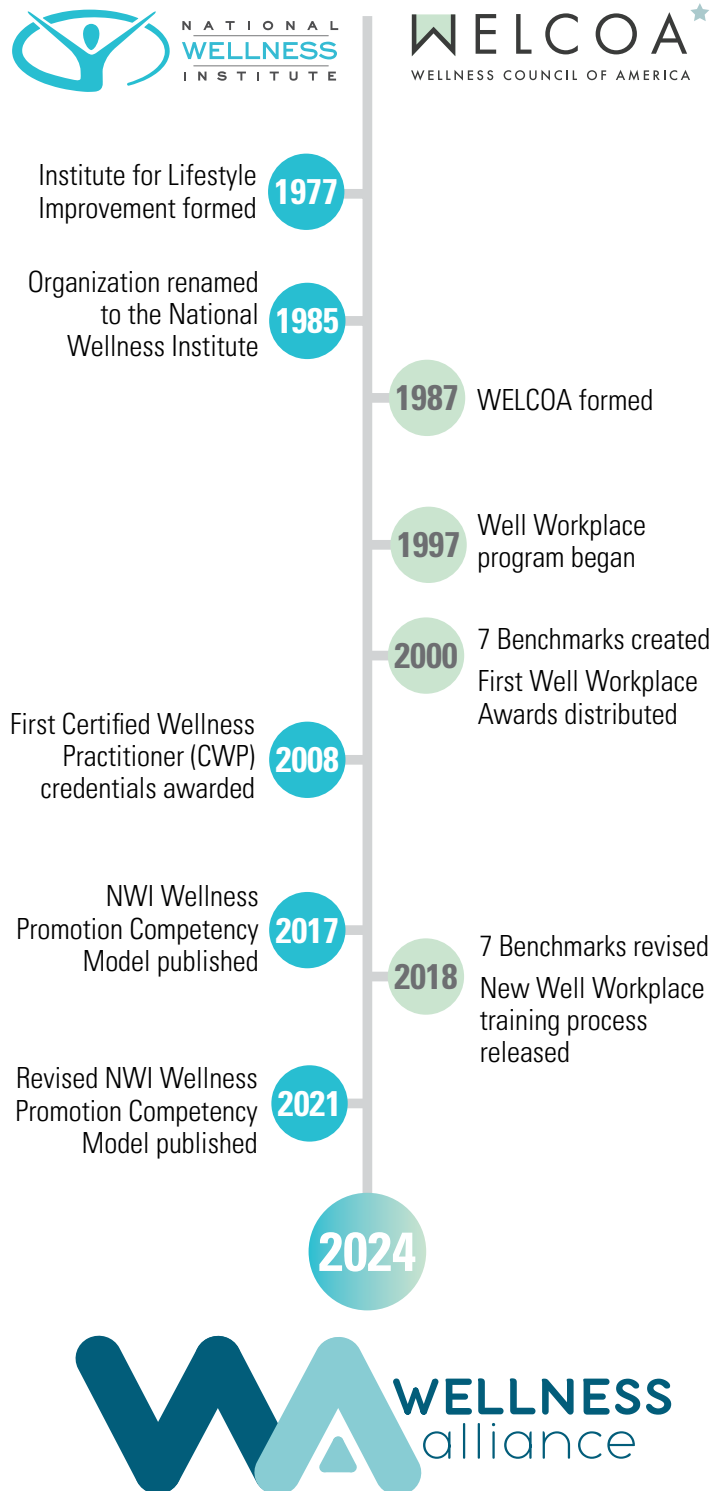
The National Wellness Institute (NWI) and Wellness Council of America (WELCOA) have a long history of leading the charge in both individual and workplace wellness education and resources.

WELCOA's 7 Benchmarks™ for building successful, whole-employee wellness initiatives, Well Workplace® Checklist, and Well Workplace Award have helped thousands of organizations and communities create thriving wellness cultures.

NWI activated wellness professionals across disciplines and settings to impact meaningful change as well as advanced the wellness profession through its gold-standard Certified Wellness Practitioner (CWP) certification.

Now, these organizations have officially merged to form the Wellness Alliance. We are excited to offer even more member benefits, refreshed resources, brand-new educational opportunities, and more to educate and empower organizations and wellness professionals.

Together,
we are wellness.



Join the Wellness Alliance

Ready to become part of the Wellness Alliance? Visit www.wellnessalliance.org/join to get immediate access to your member benefits and start making an impact on those you serve.

Exclusive Membership Benefits

- **WELCOA's Well Workplace Process**
Access the proven methodology to help transform the workplace into a healthy, high-performing culture, built around the 7 Benchmarks framework for a well workplace.
- **Live and On-Demand Webinars**
Discover a convenient source for continuing education (CE) credits. Webinars feature emerging research and timely case studies that will advance your work.
- **Discounts on Courses, Conferences, and More**
Receive discounts on events, including the **Annual Wellness Summit** and the **Art & Science of Health Promotion Conference**, and on the **Certified Wellness Practitioner (CWP)** exam.
- **Resources and Toolkits**
Utilize models, frameworks, checklists, assessments, and other tools to support wellness initiatives, including **NWI's Six Dimensions of Wellness**.
- **Curated Wellness News**
Stay up to date with easy access to timely, relevant, and professionally vetted health and wellness news.
- **Well Balanced Toolkits**
Build out wellness campaigns in a snap with our annual calendar and a suite of ready-made communication materials focused on monthly health observances.
- **Connection**
Access community-building forums and a career center designed for wellness professionals.

BECOME A MEMBER TODAY!
Visit www.wellnessalliance.org/join to get started.

Membership Options



INDIVIDUAL MEMBERSHIP

Grants full membership benefits to one person.



ORGANIZATIONAL MEMBERSHIP

Grants full membership benefits to a group of people.

Number of People on the Membership	Rate per Person Membership Expires 12/31/25
1	\$375
2-3	\$350
4-6	\$325
7-10	\$300
11-20	\$275
21-50	\$250
51-100	\$225
101-199	\$200
200+	Contact Us

Contact support@wellnessalliance.org for assistance setting up memberships with more than 50 seats or to inquire about rates for larger groups. Member dues are non-refundable. Membership rates are prorated quarterly. Individual and organizational memberships expire December 31, 2025.

2025 Annual Wellness Summit

The Annual Wellness Summit combines two longstanding events—the WELCOA Summit and NWT's National Wellness Conference—into one powerful gathering of wellness thought leaders, experienced practitioners, and industry experts. Concurrent sessions will allow for a custom conference experience while offering meaningful opportunities to connect with the industry's top leaders.

ANNUAL **wellness** SUMMIT

August 18-21, 2025
JW Marriott Austin | Austin, Texas

Benefits of Attending

- Gain insight from engaging and knowledgeable speakers through high-quality sessions and one-on-one conversations.
- Discover innovative well-being approaches from industry experts and vendors.
- Evaluate current challenges and develop actionable solutions.
- Expand collaboration opportunities and build community with like-minded professionals.



Save With
Membership!

Exhibits and
Sponsorships
Available!

Visit www.annual-wellness-summit.org for more information.

36th Annual Art & Science of Health Promotion Conference

This conference narrows the gap between research and practice by facilitating dialogue and encouraging meaningful collaborations between practitioners and scientists from corporate, clinical, education policy, and entrepreneurial spheres.



**SAVE
THE DATE**
March 23-27,
2026

Exhibits and
Sponsorships
Available!

Save With
Membership!

36th Annual **ART & SCIENCE** of Health Promotion Conference

March 23-27, 2026
The Broadmoor
Colorado Springs, Colorado

Why Attend

- Engage with the experts shaping our industry— Learn, share, connect, ask questions, and find a mentor.
- Tap into your “why” and channel your energy toward your purpose.
- Solve problems and make change—Bring back innovative models, research, and strategies to help those you serve lead healthier, happier, and more successful lives.
- Experience the rigor, quality, and integrity of health and wellness education designed for advanced professionals like you.
- Find your people—Through Wellness Alliance tools and resources, discover and engage with a network that understands your unique challenges and supports your ongoing success.

Visit www.healthpromotionconference.org for more information.

Essential Tools for the Workplace

Exclusive Member Benefit: WELCOA's Well Workplace Process

Help your organization become a healthy, high-performing workplace through our comprehensive three-step process.



More Member Benefits



Key Frameworks



NWI's Six Dimensions of Wellness

Applying a multidimensional wellness approach that considers the whole person can be useful in nearly every human endeavor, whether you work on the individual or organizational level in wellness. NWI's Six Dimensions of Wellness model brings forth awareness of the interconnectedness of each dimension and how they contribute to living a healthy life.



NWI's Wellness Promotion Competency Model

A groundbreaking standard for wellness practitioners, the Wellness Promotion Competency Model strengthens your professional knowledge, skills, and abilities across five key domains.



WELCOA's 7 Benchmarks Framework for a Healthy Workplace

A foundation for building and sustaining worksite wellness strategies that can be tailored to your organization's values, mission, vision and goals for employee wellness.

Certified Wellness Practitioner (CWP) Certification

The Wellness Alliance is proud to offer the gold-standard Certified Wellness Practitioner (CWP) certification, created to recognize an individual's wellness promotion competence. This sought-after certification demonstrates a commitment to ongoing professional development and to upholding professional standards in the industry.

The CWP credential is awarded to individuals from multiple disciplines and backgrounds, such as:

- Worksite wellness
- Coaching
- Public health
- Education
- Human resources
- Counseling
- Nutrition
- Social work

Certification is awarded to those who meet the eligibility criteria and successfully complete the CWP certification exam, which is offered multiple times annually.

Certified Wellness Practitioners:

- Advance inclusive cultures of well-being for all through initiating individual, organizational, and cultural change
- Build valuable connections with interdisciplinary professionals
- Attain leadership opportunities that help shape the trajectory of the wellness profession
- Differentiate themselves in the ever-expanding field of wellness.



CWP Standards, Exam Prep Resources, and Benefits

The CWP certification is supported by the research-based Wellness Promotion Competency Model, comprised of five domains that include a total of 27 competencies. The Wellness Alliance offers study resources for the CWP exam, including prep workshops, an online practice exam, and multiple informational sessions to assist individuals preparing to take their certification exam.

CWP certification standards are continually reviewed and maintained by the Council on Wellness Certification Excellence (CWCE). This council serves as the decision-making body to evaluate, provide oversight, and give guidance on CWP policies and procedures. The CWCE does not require CWP candidates to complete courses, trainings, or conference sessions offered by a specific organization to be eligible to sit for the certification examination.

Every three years, proof of 30 continuing education (CE) credits earned and payment of the current recertification fee is required to recertify for another three years.



Visit www.wellnessalliance.org/CWP for more information.

Online Learning: Certificate Courses



The Wellness Alliance is proud to present a full range of professional certificate courses geared toward professional development in the health and wellness industry. From wellness law to behavior change strategies, there's something for every specialization.

Worksite Wellness Specialist Certificate Course

Trains professionals to elevate and advance a culture of well-being.

Key Takeaways:

- Develop the business case for comprehensive worksite wellness strategies.
- Apply foundational principles and best practices for successful initiatives.
- Identify key drivers and use data to support multidimensional wellness.
- Use inclusive and effective communication methods to promote optimal well-being.

Change Agent Certificate Course

Prepares professionals and wellness champions to improve the wellness-related behaviors of the populations they serve.

Key Takeaways:

- Explain the art and science of influence and how it plays out in our daily lives.
- Utilize specific tools and techniques proven to be successful in promoting change.
- Create higher levels of engagement in businesses, communities, and teams.
- Become a more effective change leader.

Mastering Workplace Wellness Laws Self-Study Course

Prepares leaders and professionals to navigate today's ever-changing legal landscape.

Key Takeaways:

- Understand how the law and risk management pertain to workplace wellness.
- Recognize and address the red flags that can arise in workplace wellness programs.
- Develop program plans designed to maintain a "compliance culture" in the workplace.
- Educate and train workplace wellness staff to provide compliant and effective programs.

Resilience & Thriving Facilitator Certificate

Equips participants to help themselves and others learn from adversity.

Key Takeaways:

- Distinguish between how stress, resilience, and thriving operates in individuals' lives.
- Identify the effects of stress and coping styles for transforming stress into a positive factor.
- Identify how stress is a risk factor for both personal health and workplace outcomes.
- Recognize healthy alternatives to working with stress.

Visit www.wellnessalliance.org for registration, enrollment, and delivery options.

More Online Learning Opportunities

Wellness Promotion Competency Courses

Nine Courses | Five Domains | 27 Competencies

These courses are designed to support knowledge acquisition and skill building in the five competency domains of the Wellness Promotion Competency Model. Packages and single course registrations are available.

Healthy Lifestyle Basics Courses

Five Courses | Free Member Benefit

Build your foundational wellness promotion competencies with these self-paced online courses. Topics include strengths-based stress management, advising on physical activity and healthy food choices, wellness across the lifespan, and foundations for evidence-based wellness practice.



Webinars and Virtual Events

The Wellness Alliance offers a variety of options for online learning, at your pace and on your schedule. Visit www.wellnessalliance.org to explore our calendar of members-only webinars, virtual conferences, quarterly legal webinars, and more.

Members can access recordings of past webinars for free!

Continuing Education (CE) Credits

Build your competencies and maintain your wellness credentials by earning CE credits with the Wellness Alliance. As an approved continuing education provider, many of our online and in-person courses and events are pre-approved for valuable CE credits.

Get started with a Wellness Alliance membership today to earn and maintain your professional credentials at a discount, all in one place!



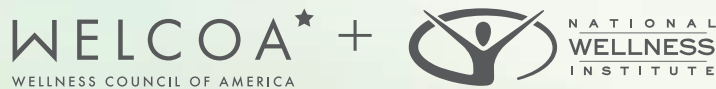
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Together,
we are
wellness.

International Foundation
OF EMPLOYEE BENEFIT PLANS



The Wellness Alliance is an affiliate of the
International Foundation of Employee Benefit Plans.