



Advancing health
and wellness for
individuals, workplaces,
and communities

A large teal circle with a gold border is positioned in the lower right quadrant. The background features a light blue gradient with three white, wavy, overlapping shapes that resemble stylized mountains or waves.

Education opportunities for your role in wellness.

Membership Benefits

Tools for your professional growth and frameworks for workplace well-being



Well Workplace® Process

Access tools to support a healthy, high-performing workplace by following the three steps of the Well Workplace Process, including the **7 Benchmarks: A Framework for a Well Workplace.**



Resources and Toolkits

Utilize models, frameworks, checklists, assessments, and other tools to support wellness initiatives, including the **Six Dimensions of Wellness.**



Live and On-Demand Webinars

Advance your work with members-only live and on-demand webinars. Featuring emerging research and timely case studies, webinars are a convenient source for **continuing education (CE) credit.**



Discounts on Courses, Events, and More

Receive discounts on courses and events, including the **Annual Wellness Summit** and the **Art & Science of Health Promotion Conference**, to build your wellness promotion competencies.



Legal Helpdesk and Research Service

Consult a wellness attorney and seasoned researchers who can quickly find trusted, data-backed resources to answer your toughest questions.



Career Center

Utilize our Career Center, created to connect wellness professionals seeking quality jobs and employers looking to hire top talent.



Awards

Gain recognition as one of America's healthiest companies through the Well Workplace Process.



Well Balanced Monthly Observance Calendar

Easily plan your wellness initiatives with a calendar and monthly toolkits full of ready-made communication materials.



Connection

Access exclusive, members-only platforms and events to connect with others as passionate about wellness as you are.



Certification

Receive a discount on the **Certified Wellness Practitioner™ (CWP™)** exam, prep resources, and recertification.



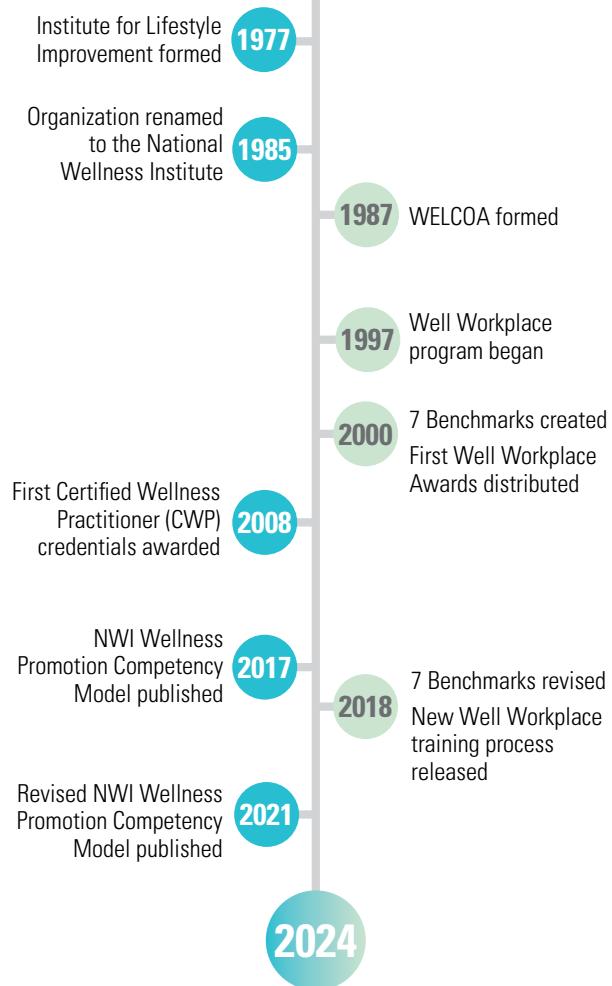
Curated Wellness News

Stay up to date with easy access to timely, relevant, and professionally vetted health and wellness news.

Join Your Wellness Community

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). With a history of leading the charge in supporting wellness for individuals and workplaces, the Wellness Alliance offers trusted education and certification programs, evidence-informed resources, and networking opportunities, so that professionals are empowered to positively impact well-being.



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



Individual Membership

Grants full membership benefits to one person.



Organizational Membership

Grants full membership benefits to a group.

2026 MEMBERSHIP RATES

Individual Membership: \$375

Organizational Membership (Rate per Person):

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 nonrefundable. Only brand-new members or organizations and individuals whose membership has lapsed for 12+ months are eligible for quarterly prorated dues. Individual and organizational memberships expire December 31, 2026. Note: Enrollment in the Certified Wellness Practitioner (CWP) program is separate from Wellness Alliance membership.

BECOME A MEMBER TODAY!

Visit wellnessalliance.org/join to get started.

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.



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

Core Conference: March 25-27, 2026

Intensive Training Seminars: March 24, 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 wellnessalliance.org/healthpromotion for more information.

2026 Annual Wellness Summit

The Annual Wellness Summit is a powerful gathering of wellness thought leaders, experienced practitioners, and industry experts, all brought together by a passion for advancing holistic health and well-being in the populations they serve. Concurrent sessions will allow for a custom conference experience while offering meaningful opportunities to connect with the industry's top leaders.

ANNUAL **wellness** SUMMIT

Core Conference: July 28-30, 2026

Preconferences: July 27, 2026

Grand Hyatt Nashville | Nashville, Tennessee



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 take-away solutions you can apply right away.
- Expand collaboration opportunities and build community with like-minded professionals.

Registration
Is Open!
July 28-30,
2026

Exhibits and
Sponsorships
Available!

Save With
Membership!

Visit wellnessalliance.org/summit for more information.

Wellness Works Here

Help your organization become a healthy, high-performing workplace using the **Well Workplace Process**—an exclusive benefit for Wellness Alliance members. Receive relevant and actionable feedback on workplace wellness strategies, and gain the skills needed to sustain successful, results-oriented employee wellness initiatives.

This proven, transformational methodology allows members to customize their journey from evaluation and education to validation and designation through three comprehensive steps.

1



Well Workplace Checklist

2



3



Well Workplace AWARD

EVALUATE

Well Workplace Checklist

Designed to assess workplace culture and identify areas for enhancement to create healthier environments for all, this checklist guides participants through the process of evaluating their organization's wellness culture in alignment with the 7 Benchmarks: A Framework for a Well Workplace.

EDUCATE

7 Benchmarks Framework, Course, and Tools

Gain access to the vetted, proven steps for building successful wellness initiatives. Provide your organization or your clients with a credible framework that can be tailored toward an organization's specific values, mission, vision, and goals for wellness. Bonus: Members have exclusive, free access to the newly revised The 7 Benchmarks: A Framework for a Well Workplace course.

CELEBRATE

Well Workplace Award

The Well Workplace Award initiative recognizes organizations committed to creating sustainable, healthy workplace cultures and celebrates their accomplishments. Consideration for these awards is an exclusive benefit to Wellness Alliance members.

Key Frameworks

For Yourself and Your Clients

The education and resources provided by the Wellness Alliance are rooted in evidence-informed models, providing you with a consistent and reliable framework for advancing health and wellness.

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. The Six Dimensions of Wellness model brings forth awareness of the interconnectedness of each dimension and how they contribute to living a healthy life.

Dimensions of Wellness



7 BENCHMARKS

7 Benchmarks: A Framework for a Well Workplace

The 7 Benchmarks serve as the foundation for building and sustaining worksite wellness strategies that can be tailored to your organization's values, mission, vision, and goals for employee wellness.



Wellness Promotion Competency Model™

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

Certified Wellness Practitioner (CWP) Certification

Take the Next Step. Stand Out. Make an Impact.

Becoming a Certified Wellness Practitioner (CWP) through the Wellness Alliance gives you the credibility, confidence, and resources to lead others toward healthier, more fulfilling lives. Whether you are growing your practice, advancing your career, or deepening your impact in the wellness field, the CWP designation represents the gold standard of professional excellence. It validates your wellness competence and demonstrates your commitment to the highest professional standards.

Why Become a Certified Wellness Practitioner?

- **Advance well-being for all** by driving individual, organizational, and cultural change.
- **Build meaningful connections** with interdisciplinary wellness professionals.
- **Access leadership opportunities** that help shape the future of the wellness profession.
- **Strengthen your expertise** through continuing education and networking.
- **Stand out** in the fast-growing field of wellness.



CWP Standards and Exam Preparation

The CWP certification is grounded in the research-based Wellness Promotion Competency Model, which defines 27 core competencies for professional practice.

Certification is awarded to individuals who meet the eligibility criteria and successfully complete the online CWP exam, offered three times per year.

To help candidates prepare, the Wellness Alliance offers a variety of resources, including:

- An online practice exam and study resources guide
- Associated e-learning courses
- Informational sessions.



Wellness Alliance members get a special discount on the CWP exam!

Visit wellnessalliance.org/CWP for more information.

Online Learning for Your Professional Development

The Wellness Alliance is proud to present a full range of 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.

12 CE credits

Evidence-Based Methods for Sustainable Behavior Change

Offers a practical approach to driving sustainable transformation for individuals, organizations, and communities.

Key Takeaways:

- Influence behavior in everyday interactions.
- Design environments that promote well-being and reduce resistance.
- Lead culture change and manage transitions effectively.

5 CE credits

Course offerings and CE credit approvals are subject to change throughout 2026.

Mastering Workplace Wellness Laws Self-Study Course

Prepares wellness 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.

16 CE credits

Resilience & Thriving Facilitator Certificate

Equips participants with tools and strategies to help themselves and others learn from adversity.

Key Takeaways:

- Distinguish between how stress, resilience, and thriving operate 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.

5 CE credits

Visit wellnessalliance.org/education for registration, enrollment, and delivery options.

Online Learning for Your Professional Development

Wellness Promotion Competency Model Courses

A Roadmap to Grow With Clarity, Confidence, and Purpose

The Wellness Promotion Competency Model provides a standard of practice, assisting wellness professionals in understanding the knowledge and skills required to effectively lead well-being efforts and cultivate positive change in diverse groups of individuals. The Wellness Alliance offers nine engaging e-learning courses covering foundational topics within each of the model's five competency domains. These self-paced courses are ideal for preparing for or maintaining the CWP credential.



Domain 1 Courses

Authenticity and Self-Awareness

- Building Self-Awareness and Multidimensional Wellness for Personal and Professional Growth
- Leading Well Through Authenticity, Autonomy, and Awareness

Domain 2 Courses

Whole-Person and Systems Approaches

- Whole-Person and Systems Approaches to Cultivate Wellness
- Person-Centered and Strengths-Based Approaches to Support Whole-Person Wellness

Domain 3 Courses

Inclusive and Responsive Practices

- Establishing Equitable Approaches for Inclusive Wellness Practices
- Inclusive Practices to Influence Healthy Behaviors and Address Barriers

Domain 4 Courses

Communication and Connection

- Communication and Collaboration Strategies for Enhanced Wellness Initiatives
- Using Data and Logic Models to Support Wellness Initiatives

Domain 5 Course

Legal and Ethical Principles

- Legal and Ethical Principles for Wellness Professionals

Course offerings and CE credit approvals are subject to change throughout 2026.

Delivery Options

Nine-Course Bundle

24-week access **27 CE credits**

Two-Course Domain Package

Six-week access **6 CE credits**

Single Course

Four-week access **3 CE credits**

Mindful Learning, Meaningful Credit

You've worked hard for your wellness credentials! Build your competencies and maintain your professional credentials by earning CE credits through the Wellness Alliance. Some organizations that have approved our recent events and courses for CE credit include:

ACSM • CWP • HRCI • NBHWC
NCHEC • SHRM

Please note: Not every course listed is approved for all types of credits.

Visit wellnessalliance.org/cec to learn more.

Learning to Advance Well-Being

The 7 Benchmarks: A Framework for a Well Workplace Course

Free Member Benefit

4 CE credits

A component of the Well Workplace Process, this self-paced course is intended to help you master the skills needed to design and deliver successful employee wellness initiatives. You'll be introduced to the 7 Benchmarks, a foundation for building and sustaining worksite wellness strategies. Gain a deeper understanding of how to successfully start and grow wellness initiatives, increase employee engagement, and effectively communicate your value story.



Healthy Lifestyle Basics Courses

Free Member Benefit | Five Courses

Build your foundational wellness promotion competencies with these self-paced online courses.

Course Topics:

- Strengths-based stress management techniques
- Advising on healthy food choices
- Advising on physical activity
- Foundation and resources for an evidence-based wellness practice
- Wellness across the lifespan

Delivery Options

Five-Course Bundle

90-day access **5 CE credits**

Single Course

30-day access **1 CE credit**

Course offerings and CE credit approvals are subject to change throughout 2026.

Webinars and Virtual Events

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

Members can access recordings of past webinars for free!



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Brookfield, WI 53045

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Join the Wellness Alliance for 2026

Whether you work within an organization or with clients one on one, we have hundreds of resources to help you develop professionally and make an impact. Keep on growing with us!

Highlights Include:

A circular graphic with seven highlighted features arranged in a circle. The features are: 'Hundreds of tools to help plan wellness initiatives' (dark teal), 'Recognition through the Well Workplace Award' (gold), 'Ample opportunities for continuing education credit' (light green), 'Access to our Legal Helpdesk and Research Service' (light blue), 'A members-only platform to ask questions and build connections' (gold), 'Discounts on courses and events' (light blue), and 'A Career Center designed for wellness professionals' (dark teal).

Hundreds of tools to help plan wellness initiatives

Recognition through the
Well Workplace Award

Ample opportunities for **continuing education** credit

Access to our
Legal Helpdesk and Research Service

Discounts on courses and events

A **Career Center** designed for wellness professionals

A **members-only platform** to ask questions and build connections

Start your journey at wellnessalliance.org/join.