Certified Wellness Practitioner™ (CWP™) Approved Continuing Education Provider

Policies and Procedures

Last Revised: 11/19/2026

Certified Wellness Practitioner (CWP) Category 1 continuing education (CE) activities are educational programs (workshops, webinars, courses, conferences, etc.) approved by the Wellness Alliance's review committee for CWPs to apply toward the recertification of their CWP designation. All CWPs are required to earn a minimum number of credits from Category 1 CE activities during each certification cycle to maintain their CWP designation. Organizations providing continuing education for health and/or wellness professionals may apply for approval.

Approval may be granted for the following categories:

- **Single CE Activity** – For organizations seeking approval for one or two wellness-related CE activities during the calendar year.
- **Multiple Activity Provider (MAP)** – For organizations offering more than two wellness-related CE activities within a calendar year.

ELIGIBILITY REQUIREMENTS FOR CE ACTIVITIES

To be eligible for approval, the CE activity must:

- be provided for the purpose of increasing the knowledge and skills of wellness and/or health professionals
- present information related to at least one domain of the Wellness Promotion Competency Model
- be a minimum of one instructional hour
- deliver knowledge and/or skills that participants may apply in their professional role
- not include promotion of any products or services during education sessions

Please note: The Wellness Alliance reserves the right to a) reject any application that does not meet eligibility requirements; and b) decline acceptance of any activity deemed inappropriate for CWPs or directly conflicting with a Wellness Alliance event or program.

APPROVAL CRITERIA

The following criteria are used to review and approve Category 1 CE activities:

- Presenter(s) and/or content developer(s) have appropriate qualifications.
- Content is referenced and evidence-informed.
- Activity is educational and free of product or service marketing.
- Activity provides information to build knowledge or skills in at least one domain of the Wellness Promotion Competency Model.
- Target audience is professionals (rather than the general public).
- An acceptable method for tracking attendance/completion of the full activity is in place, regardless of delivery format (e.g., live in-person or virtual, on-demand e-learning).

CE ACTIVITY PROVIDER RESPONSIBILITIES

Application for Approval

Submission of an application does not guarantee approval. Application forms are available on wellnessalliance.org.

Complete applications and applicable fees are due at least 45 days before the activity's start date. Applicants will be notified of their status by email within 20 business days of receipt.

Renewal of Approved Status

Providers are encouraged to renew at least 45 days before the end of their calendar-year approval cycle to avoid a lapse in approved status.

- MAP applications are approved for the current calendar year and must be renewed annually by submission of a new application and fee.
- If a Provider offers a Single CE Activity multiple times in a calendar year without changes to format, content or presenters, approval is provided for all offerings within the approved calendar year. If no changes are made, annual renewal for the Single CE Activity may be made by submitting the current application fee only. If changes are made, a new application must also be submitted.

Application Fees

Upon completion of the online application, applicants will be directed to a secure page to make payment via credit card. Fees are non-refundable and must be paid in full before the application is reviewed. A Wellness Alliance username is required to access the online store to complete payment.

- **Single CE Activity:** $250 per CE activity
- **Multiple Activity Provider (MAP):** $650

Communication of CE Activity Status

The Provider may use only the following language to describe a CE activity's approval status:

- **After receipt of the application materials (including payment) has been confirmed:** This program has been submitted to the Wellness Alliance for approval of Category 1 continuing education (CE) credits toward recertification of the Certified Wellness Practitioner™ (CWP™) designation.
- **After the CE activity has been approved (accompanied by the Provider Badge):** The Wellness Alliance has approved [Event Name] for up to [# of credits approved] Category 1 continuing education (CE) credits toward recertification of the Certified Wellness Practitioner™ (CWP™) designation.

Once approved, CE activities and/or Multiple Activity Provider's details are listed on the Wellness Alliance's website for CWPs to reference.

CE Activity Submission for Approved Multiple Activity Providers

Upon approval, Multiple Activity Providers will be given a link to an online CE Activity Submission Form to submit for each CE activity for which they are offering CE credit for CWPs.

Attendee Reporting
The Provider shall:

1. Attempt to collect the following information and inform attendees that if this information is not provided, their Category 1 CE credits may not be documented in their CWP Professional Development Journal:
    a. Full Name
    b. Email Address
    c. Wellness Alliance Member/Nonmember ID#
    d. CWP Certification Expiration Date
    e. Number of CE Credits Earned
        i. **Activity must be a minimum of one instructional hour**.
            1. 1 instructional hour = 1 CE credit
            2. After the first hour, calculate credit in 15-minute (0.25 credit) increments.
            3. Do NOT include time for breaks, standalone meals, exhibits, or networking sessions.
        ii. CE credit applies only to fully attended sessions that align with the Wellness Promotion Competency Model.
        iii. A multi-session CE activity (e.g., a conference) is considered one activity. Individual attendance must be tracked for each session if multiple sessions are included in the CE activity.
2. Provide a certificate of completion to all attendees seeking CWP Category 1 CE credits that includes the provider's name and address, the participant's name and unique Wellness Alliance ID (when possible), the activity title, the completion date, and the number of CE credits awarded.
3. Submit a completed attendee report to certification@wellnessalliance.org no later than 30 days after the completion of the event. Upon approval of the CE activity, a template will be emailed to the individual named as the main contact on the application.

WELLNESS ALLIANCE RESPONSIBILITIES

The Wellness Alliance will:

1. Notify the applicant of approval status or request additional information within 20 business days of receiving all application materials and the application fee.
2. Once approved, add the activity and/or provider's details to the list of approved activities available to CWPs on the Wellness Alliance's website. Every attempt will be made to add programs within 14 business days of receiving the CE Activity Submission Form.
3. Post CE credits earned in the CWP's Professional Development Journal within 14 business days of receiving the final CE Activity Attendee Report from the Provider.

ADDITIONAL INFORMATION

For additional information, please email certification@wellnessalliance.org.