

# Wellness Promotion Competency Model™



## The **Wellness Promotion Competency Model**

outlines the knowledge, skills, and abilities that enable professionals to advance health and wellness for individuals, workplaces, and communities.

This ground-breaking resource aids in curriculum development, recruitment and hiring, continuing professional development, and certification in the wellness field.

The research-based\* Wellness Promotion Competency Model encompasses 27 total competencies grouped into five domains. Courses, webinars, and events offered through the Wellness Alliance provide education on these key competencies. The model also serves as the standard for the Certified Wellness Practitioner™ (CWP™) certification.



## DOMAIN 1: Authenticity and Self-Awareness

- Engage in ongoing reflection to expand personal growth and professional development in multiple dimensions of wellness.
- Demonstrate commitment to wellness promotion by modeling healthy lifestyle practices in multiple dimensions of wellness.
- Establish authentic and autonomy-supportive relationships.
- Recognize your own limitations in wellness promotion and refer individuals to other professionals when appropriate to support their wellness goals.

## DOMAIN 2: Whole-Person and Systems Approaches

- Use an ecological approach (e.g., interactions among the individual, family, organization, community, and social systems) to understand the ways dynamic systems impact an individual's experience of wellness
- Assess individual and/or group characteristics, interests, and needs using a multidimensional and ecological approach
- Identify health and wellness resources and materials that allow for an individual's self-discovery, self-knowledge, and self-direction
- Apply relevant theories and models to explain the integrated role of physical, social, intellectual, emotional, occupational, and spiritual aspects in the human pursuit and experience of wellness throughout the lifespan
- Adopt person-centered communication practices that consider the whole person, recognizing the influence factors such as sociodemographic variables and worldview have on the communication process
- Provide developmentally appropriate and culturally relevant evidence-based information to educate individuals and the public about wellness
- Use participatory, humanistic, and strengths-based processes to design opportunities that will lead toward achieving established objectives and outcomes
- Use appropriate techniques (e.g., strengths-based, humanistic, cognitive-behavioral) to encourage individuals to be active participants in their personal wellness journeys

## DOMAIN 3: Inclusive and Responsive Practices

- Practice self-awareness and self-regulation to minimize the effects of personal biases in working with diverse individuals and groups
- Practice multicultural competence, recognizing the dynamics of oppression and privilege on an individual's lived experiences
- Demonstrate compassion, integrity, and respect for diverse individuals and groups, including but not limited to diversity in sex, age, culture, race, ethnicity, disability, body size, sexual orientation, socioeconomic status, and gender identity
- Work to uncover individuals' strengths, concerns, and values using a person-centered approach to inquiry that includes active listening to help set appropriate wellness goals and strategies
- Assist individuals in identifying barriers or resistance to change that interrupt their ability to integrate wellness-promoting behaviors into their lives
- Adapt wellness strategies to fit individual, geographical and cultural needs, acknowledging that there are no universally correct models or processes

## DOMAIN 4: Communication and Connection

- Recognize the influence of organizational development, leadership, and culture on individual wellness
- Articulate to key stakeholders the value of wellness for individuals and how it supports the organization's or community's mission, purpose, and strategic goals
- Establish collaborative relationships and interdisciplinary teams to promote sustainable wellness practices that meet long-term individual, organizational, and/or community goals
- Use meaningful and inclusive communication methods and technologies to support, manage, and promote wellness initiatives
- Use quantitative and qualitative feedback to continually evaluate the quality and effectiveness of initiatives
- Use quantitative and qualitative data to communicate key findings to stakeholders

## DOMAIN 5: Legal and Ethical Principles

- Comply with legal standards for confidentiality, compliance, and mandated reporting
- Work within your scope of practice and in accordance with your profession-specific code of conduct
- Maintain ethical relationships



\*The Council on Wellness Certification Excellence (CWCE) released the original Wellness Promotion Competency Model in spring 2017. In April 2020, Butler University faculty and a team of wellness promotion researchers conducted an additional study clarifying and supporting the validity of the five-domain competency model (Peterson, C., Ellery, J., Laube, T., Yuhas, B., & Hunt, S, (2022), *International Journal of Community Well-being*). The revised Wellness Promotion Competency Model was published in 2021.