

National Wellness Institute Wellness Promotion Competency Model



The National Wellness Institute (NWI) **Wellness Promotion Competency Model*** is a groundbreaking standard for wellness practitioners. The model strengthens wellness professionals' knowledge, skills, and abilities by providing a framework that drives multidimensional, multicultural high-level wellness. The model also serves as the standard for the [Certified Wellness Practitioner \(CWP\) certification program](#).

In April 2020, NWI collaborated with Butler University and a research team to conduct a study** clarifying and supporting the validity of the five-domain competency model.

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 multi-dimensional 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 socio-demographic 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, disabilities, 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 are interrupting 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



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* The Council on Wellness Certification Excellence (CWCE) released the original NWI Wellness Promotion Competency Model in spring 2017.

**Peterson, C., Ellery, J., Laube, T., Yuhas, B., & Hunt, S. (under review). Validation of the wellness promotion competency model: An exploratory factor analysis. *International Journal of Community Well-being*.