NATIONAL WELLNESS INSTITUTE

NWI OVERVIEW & PRESS KIT

Education . Advocacy . Sponsorship

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**Leading the Change**

The National Wellness Institute (NWI) is the industry leader in elevating well-being for all by educating, supporting, and activating wellness professionals globally.

Founded in 1977, NWI remains the longest-standing, not-for-profit professional wellness association in the United States. NWI’s extensive library of educational courses, events, tools, resources, and standard-setting models, are sought out by thousands of individuals each year. Our Certified Wellness Practitioner (CWP) is the most prestigious credential for wellness professionals looking to advance their careers.

**Together, we are wellness.**

In early 2024, NWI formalized a partnership with the Wellness Council of America (WELCOA) to further expand wellness education for workplaces and practitioners. Together, as affiliates of the International Foundation of Employee Benefit Plans (IFEBP), NWI and WELCOA are proud to serve the diverse community of professionals and organizations who influence the health and well-being of the individuals and communities they serve.

**About Membership**

Together with valued members spanning the globe, NWI and WELCOA serve the diverse community of professionals who influence and shape the health and well-being of individuals and workplaces.

As wellness continues to evolve, there is a critical need to activate and sustain comprehensive well-being strategies where individuals live, work, learn, play, and reflect. As the industry leaders, NWI and WELCOA equip members with the events, education, credentials, resources, research, tools, and connections needed to develop wellness competencies and skills to grow, succeed, and lead the change.

**Current NWI Membership Options:**
- NWI Individual Membership
- NWI Organizational Membership
- NWI Student Membership
- NWI Large Group Memberships

**NWI Membership Categories:**
- Coaching & Counseling
- Education & Research
- Training & Instruction
- Worksite
- Clinical
- Community

[Explore NWI Membership]
[Explore WELCOA Membership]
The NWI Community

Community Demographics

Age & Percent of Membership Population

- 18-24: 20
- 25-34: 25
- 35-44: 15
- 45-54: 20
- 55-64: 10
- 65+: 5

Reported Gender

- Woman: 87%
- Man: 12%
- Other: 2%

Professional Background

- Percent of Population
- Percent of Population

- Worksite
- Education/Research
- Coaching/Counseling
- Clinical
- Training/Instruction
- Owner/C-Suite
- Director/Manager
- Coach/Consultant
- Faculty/Training
- Clinician
- Other

Our Audience

PROFESSIONAL AUDIENCE
125,000+

LINKEDIN FOLLOWERS
77,000+

NWI CONTACTS
55,000+

FACEBOOK FOLLOWERS
6,500+

NWI WEBSITE
25,000+ (users per month)

NWI JOURNAL
5,000+ (users per month)
SHARE YOUR BRAND
WITH OUR WELLNESS COMMUNITIES

Becoming a sponsor, supporter, or event exhibitor elevates your message to a global network of leading industry experts and wellness professionals, and includes an array of opportunities to connect with our fast-growing community through multiple engagement platforms.

- Reach an attentive audience of dedicated leaders from around the world.
- Communicate with highly educated wellness professionals from diverse occupations.
- Increase sales by sharing your products and services specific to the needs of our membership.
- Choose from existing offerings or create a customized package to align with your budget and goals.

Sponsorship Opportunities
Custom sponsorship packages may be available. Complete the Sponsor Information Request form for information and rates.

- **NWI + WELCOA: HIGH-VIS EMAIL MARKETING**
  $5,000 per email (NWI or WELCOA) | $8,000 per email (NWI and WELCOA)
  Create a customized HTML email to share your unique message, brand, products, programs, and services with NWI and/or WELCOA member and general email subscriber lists.

- **NWI + WELCOA: ANNUAL WELLNESS SUMMIT**
  Rates vary (contact sales@welcoa.org for information and the Summit Prospectus)
  Network with thought leaders, experienced practitioners, and industry experts who support the health and well-being of individuals, organizations, and communities. Space is limited!

- **NWI + WELCOA: CUSTOM EVENTS**
  $10,000 per event
  Bring your professional knowledge, skills, and expertise to the forefront and deliver your unique message in an informative presentation live to a captive audience. Space is limited!

- **NWI JOURNAL BANNER ADS**
  $500 per ad per month
  Reach the global audience of industry experts and wellness professionals utilizing the NWI Journal as their trusted resource for research, best practices, and evidence-informed articles.

- **WELCOA PREMIER PROVIDER NETWORK**
  $6,500 per year (contact sales@welcoa.org for detailed information)
  Unlock exclusive access to an audience of over 50,000 well-being tech and service buyers to help you elevate your brand and achieve your marketing goals.

Submit a Sponsor Information Request
We have a membership to meet all needs.
At NWI, we provide wellness professionals, institutions, and organizations with the education, training, and connections they need to build their skills, develop their competencies, and advance their careers.

Activating and Advancing Inclusive Cultures of Well-being for All
At the National Wellness Institute (NWI), we deliver the professional development, resources, tools, and research needed to keep up with the ever-evolving industry of wellness. Now, more than ever, there is a critical need to properly activate and sustain wellness initiatives where you live, work, play, learn, and reflect. NWI members are equipped to develop the competencies, connections, and skills to grow, succeed, and lead the change.

Exceptional Benefits for Individuals, Organizations, and Students
- Expand your professional competencies and earn valuable continuing education credits (CECs).
- Explore the many benefits of, and prepare to become, a Certified Wellness Practitioner (CWP).
- Stay current on the latest trends, laws, research, and evidence-informed best practices.
- Access an array of member-exclusive resources, tools, events, and custom offerings.
- Use NWI’s global collaboration forum to advance your well-being strategies.
- Learn the standards of excellence for practices, policies, and systems.
- Develop lasting connections with leading industry professionals.

Learn • Grow • Connect
To learn more or get started, visit NationalWellness.org/Membership
Join us for the Annual Wellness Summit!

AUGUST 26-29, 2024 | CHICAGO, IL
FAIRMONT CHICAGO, MILLENIUM PARK

The 2024 Annual Wellness Summit will provide attendees with the strategies, connections, and resources needed to advance well-being for themselves, their workplaces and communities, and the individuals they serve. Focused on bringing the industry’s latest trends and best practices to the forefront, respected subject matter experts will present inspirational keynotes, concurrent sessions with tangible takeaways, and activities that prepare the mind and body for optimal learning.

Together, we are wellness.
LearnWELL is the go-to resource for professional development opportunities. Explore our courses and events, expand key wellness promotion competencies, and earn continuing education credits through diverse educational opportunities.

Our extensive learning catalog has been carefully curated to help wellness professionals advance their ability to activate and sustain inclusive cultures of well-being for all. NWI member and team discounts are available. Visit NationalWellness.org/LearningHelp to inquire about group discounts.

Expanding Learning to Activate Inclusive Cultures of Well-being for All

On-demand Courses & Webinars
Professional Certificate Courses
CWP Certification Examination Prep
Continuing Education Credits
In-person & Virtual Trainings
Annual Conference & Special Events

To access LearnWELL and explore the complete online catalog, visit: LearnWELL.NationalWellness.org
The research-based NWI Wellness Promotion Competency Model serves as the standard for the CWP certification. NWI provides a wide array of courses and events that support competency-building in this model’s five domains, which include a total of 27 competencies.

NWI also offers optional examination study resources, in-person and virtual prep workshops, an online practice exam, and informational sessions to assist individuals in preparing to sit for the CWP certification exam.

CWPs receive access to all NWI member benefits, exclusive CWP-networking events, and discounts on continuing education to maintain their credential and continually develop their professional competencies and connections.

Certified Wellness Practitioners:

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

Note: The NWI Council on Wellness Certification Excellence (CWCE) regularly reviews and maintains CWP standards and policies.

CWP Standards, Exam Prep Resources, & Benefits

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To learn more about the Certified Wellness Practitioner, visit: NationalWellness.org/CWP

CWP Exam & Exam Prep Registration Options

The online CWP exam is offered annually in January, May, and September. Annual dues and CECs are required to maintain active status. Discounts on exam prep materials and related courses are available for groups and educational institutions. Contact our Professional Development team with questions.

Email certification@nationalwellness.org or call 715-342-2969
Wellness is an ever-evolving, multi-disciplinary, and global field of practice requiring a common standard of practice and an understanding of the competencies required to effectively lead well-being efforts and cultivate positive change. The National Wellness Institute (NWI) Wellness Promotion Competency Model assists wellness professionals—and those who hire and train them—in understanding the knowledge, skills, and attitudes that support professionals’ abilities to build inclusive cultures of well-being for all and to enhance personal wellness across diverse groups of individuals. The model also serves as the standard for NWI's Certified Wellness Practitioner (CWP) certification.

NWI offers nine e-learning Wellness Promotion Competency Model Courses designed to support the acquisition of knowledge and skill-building in each of the five competency domains:

- Authenticity & Self-awareness
- Whole-person & Systems Approaches
- Inclusive & Responsive Practices
- Communication & Connection
- Legal & Ethical Principles

Each interactive, self-paced course includes learning activities and a variety of tools and resources applicable to various wellness-related careers, levels of experience, and professional settings.

The Nine Wellness Promotion Competency Model Courses include:

- Building Self-awareness & Multidimensional Wellness for Personal & Professional Growth
- Leading Well Through Authenticity, Autonomy, and Awareness
- Whole-person and Systems Approaches to Cultivate Wellness
- Person-centered and Strengths-based Approaches to Support Whole-person Wellness
- Establishing Equitable Approaches for Inclusive Wellness Practices
- Inclusive Practices to Influence Healthy Behaviors and Address Barriers
- Communication and Collaboration Strategies for Enhanced Wellness Initiatives
- Using Data and Logic Models to Support Wellness Initiatives
- Legal and Ethical Principles for Wellness Professionals

To learn more about the Wellness Promotion Competency Model Courses, visit: NationalWellness.org/Competencies

Registration, Enrollment, and Delivery Options

Courses may be purchased separately or in a discounted bundle. They are ideal for individuals working to maintain, or preparing to earn, their CWP credential. Discounts are available for academic-program integration or corporate/group training. Contact our Professional Development team with questions.

Email education@nationalwellness.org or call 715-342-2969
Worksites that strive to be recognized as a destination for high-achieving employees demand a higher standard of practice, one that can only be accomplished with best-in-class training and ongoing support for those professionals driving the culture of the organization. Positive and nourishing cultures begin with the cultivation of a comprehensive multidimensional and multicultural wellness strategy.

NWI’s Worksite Wellness Specialist Certificate course is the essential training for elevating and advancing a culture of well-being.

Each year, the National Wellness Institute (NWI) trains and supports thousands of wellness professionals who deliver inclusive cultures of well-being for all. NWI’s Worksite Wellness Specialist Certificate course has been the primary vehicle for leaders who are delivering on the goal of activating well cultures. This comprehensive and internationally recognized training goes beyond simply running a wellness program to focusing on the proven methodologies and techniques needed to shift the mindsets, behaviors, and practices of any workforce.

Key takeaways include:
• Developing the business case for comprehensive worksite wellness strategies
• Applying foundational principles and best practices for successful initiatives
• Identifying key drivers and using data to support multidimensional wellness
• Using inclusive and effective communication methods to promote optimal well-being

To learn more, visit the Worksite Wellness Specialist information page: NationalWellness.org/Worksite

Registration, Enrollment, and Delivery Options

NWI offers online and in-person training options for organizations of all sizes, individuals, broker clients, chamber members, colleges, universities, healthcare systems, and more. Discounts are available for teams, groups, and NWI members. For custom pricing options or to schedule an in-person event for your team or organization, please contact our Professional Development support team.

Email education@nationalwellness.org or call 715-342-2969

National Wellness Institute (NWI) • NationalWellness.org • nwi@nationalwellness.org • 715-342-2969
Professional Certificate Course

Mastering Workplace Wellness Laws

Knowing what wellness programs can and cannot do under the law is vital to building strong, compliant well-being initiatives. Developed for the array of interdisciplinary professionals responsible for managing and maintaining workplace procedures and practices, the Mastering Workplace Wellness Laws course was written by renowned legal experts to protect those responsible for the design and implementation of successful workplace wellness strategies.

The Mastering Workplace Wellness Laws Certificate course prepares leaders and professionals to navigate today’s ever-changing legal landscape.

Key takeaways include:

- Understanding how the law and risk management pertain to workplace wellness
- Recognizing and addressing the red flags that can arise in workplace wellness programs
- Developing program plans designed to maintain a “compliance culture” in the workplace
- Educating and training workplace wellness staff to provide compliant and effective programs

To learn more or register for the next upcoming course, visit: NationalWellness.org/Education

Registration, Enrollment, and Delivery Options

This comprehensive online course is available to individuals, organizations, students, broker clients, chamber members, and more. Discounts are available for teams, groups, and NWI members. Please contact our Professional Development team with questions or special inquiries.

Email education@nationalwellness.org or call 715-342-2969
Positively influencing others and bringing about long-lasting and beneficial change is a life skill that is necessary for many situations. In the well-being field, it’s important for real success to know how to help people practice the healthy habits we promote, not just talk about them. This certificate guides wellness champions and leaders who have struggled to get others to take action in any environment. Offered in collaboration with Virtuositeam, the self-paced course brings tools, techniques, and evidence-informed influence methods to the forefront through four Contexts: Spaces, the Self, Systems, and Social.

NWI’s Change Agent Certificate Course prepares professionals and champions to improve the wellness-related behaviors of the populations they serve.

Key takeaways include:
- Explaining the art and science of influence and how it plays out in our daily lives
- Utilizing specific tools and techniques proven to be successful in promoting change
- Creating higher levels of engagement in businesses, communities, and teams
- Becoming a more effective change leader

To learn more, visit the Change Agent Certificate course information page: NationalWellness.org/ChangeAgent

Registration, Enrollment, and Delivery Options

This comprehensive online course is available to individuals, organizations, students, broker clients, chamber members, and more. Discounts are available for teams, groups, and NWI members. Please contact our Professional Development team with questions or special inquiries.

Email education@nationalwellness.org or call 715-342-2969
NWI Resources & Tools

Resources & Tools

NWI’s ever-expanding library of wellness resources and tools is available to members and guests alike to help bridge the gap between current research, thought leadership, and practical application to activate multidimensional, multicultural, whole-person wellness where individuals live, work, learn, play, & reflect.

To view all available resources and tools, visit: NationalWellness.org/Resources

The National Wellness Institute’s (NWI) exclusive online magazine, the NWI Journal brings evidence-based, evidence-informed articles, expert advice, innovative ideas, and industry research to the forefront. While NWI members may contribute articles for FREE publication, all individuals are welcome to share their expertise.
NWI Mission & Vision

The mission of the National Wellness Institute (NWI) is to elevate and empower professionals who drive inclusive whole-person wellness that enables people to function optimally within their environment. Our vision is to activate and advance inclusive cultures of well-being for all.

Pillar #1
PROFESSIONAL DEVELOPMENT

We deliver next-level learning, training, and certification programs to upskill professionals and positively impact the health and wellness of individuals, organizations, and communities.

Pillar #2
PRACTICAL APPLICATION

We help bridge the gaps between current research, thought leadership, & practical application by providing high-quality resources, learning opportunities, and services that activate whole-person wellness.

Pillar #3
CONNECTION & COLLABORATION

We offer engagement opportunities for wellness-promoting professionals, organizations, & communities to collaborate, cultivate connections, expand their networks, and influence growth and change.

Pillar #4
PROFESSIONAL STANDARDS

We establish standards, develop frameworks, and provide resources that support the implementation of highly effective, compliant, ethical, multicultural, and multidimensional wellness practices and strategies.