

# NWI Worksite Wellness Program Manager Certificate Program

## Course Content & Objectives

### COURSE DESCRIPTION

Participants in the NWI Worksite Wellness Program Manager (CWWPM) certificate program gain the knowledge, skills, and tools to assist them in creating and sustaining a culture of wellness within an organization. The CWWPM course is geared toward professionals who are currently in a worksite wellness manager/supervisor role or who are working toward a manager/supervisor role. The comprehensive curriculum provides participants with knowledge and skills for effective leadership and for planning, designing, implementing, and measuring strategies that lead to well employees and a culture of wellness.

### OVERALL COURSE OBJECTIVES

Upon completion of the course, participants will be able to:

1. describe the responsibilities of a wellness program manager as a leader, organizational change agent, and professional in the larger wellness arena, and techniques for effectively leading a comprehensive wellness program;
2. identify foundational elements needed to align the organization's wellness programs with the changing needs of employees and employers; and
3. provide examples of how to leverage promising best practice to apply key principles of planning, implementation, day-to-day management, and benchmarking in the role of wellness program manager.

### MODULE OBJECTIVES

#### Module 1: The WellLeader™: Getting Grounded

Participants will be able to:

- explain current priorities of workplace wellness programs.
- define leader/manager partnership-building and partnership-maintaining skills.
- identify the what, why, and how of competencies.
- define the difference between a leader and a manager.
- build and nurture partnerships and teams both internally and externally.
- discuss a variety of current leader/manager competency literature.
- explain the importance of personal and professional development in the field.
- discuss and apply outcomes from the pre-program WellLeader™ Self-assessment to create a professional/personal development plan.

#### Module 2: Influencing and Motivating Behavior Change

Participants will be able to:

- describe basics of behavior change methodology and theory.
- explain the function of behavioral economics concepts in health promotion.
- identify opportunities for application of business marketing and social marketing principles and values as influencers of behavior.
- illustrate the role health coaching and other support techniques play in behavior change.
- describe the influence of financial incentives on behavior.

#### Module 3: Population Assessment and Program Benchmarking

Participants will be able to:

- identify key data elements to collect and understand during assessment phase.
- define benchmarking and the various benchmarking practices.
- identify opportunities to utilize benchmarking to improve programs and processes.
- describe steps integral to the benchmarking process.
- describe methodology for benchmarking and data collection.

#### **Module 4: Program Planning**

Participants will be able to:

- explain the importance of having an integrated, comprehensive approach to employee health/wellness management.
- identify best practices that comprise an integrated, comprehensive worksite health promotion program.
- describe the programming cycle and concepts.
- explain the value of creating a sound organizational foundation for program success.
- identify common elements for designing, implementing, and managing a comprehensive worksite health promotion program.

#### **Module 5: Program Design: Identifying Strategies and Tactics**

Participants will be able to:

- identify how program design fits into the programming cycle.
- explain how to apply assessment and planning approaches to designing the following programming elements:
  - leadership
  - policies
  - benefits
  - environmental Supports
  - communications
- use a simple DAT "litmus test" for guiding design considerations.
- select and utilize appropriate partners to achieve programming goals.
- incorporate appropriate use of technology in program design, delivery, and communications plans.

#### **Module 6: Implementation and Operations: Day-to-Day**

Participants will be able to:

- identify key aspects of day-to-day operations leadership.
- describe day-to-day operational techniques that increase implementation effectiveness and potential impact.
- explain how to capitalize and expand the influence of the role of wellness within the organization through people and collaboration strategies, processes, and procedures.
- identify basic planning and continuous improvement techniques.
- explain how daily operations influence the development of leadership skills.

#### **Module 7: Measuring and Reporting Results**

Participants will be able to:

- define the significant role evaluation plays in successfully managing a workplace wellness program.
- identify the components of an effective workplace wellness evaluation process and strategy.
- identify evaluation tools and resources.
- identify different report formats for gaining and maintaining stakeholder support.
- explain how dashboards can be constructed and used to communicate results.

#### **Module 8: Best Practice Application: Case Studies**

Participants will be able to, through case studies, identify best practices in worksite health promotion and wellness in:

- application of behavior change methodology
- strategic planning
- comprehensive design
- evaluation