2013 National Wellness Conference
Main Conference Sessions

MONDAY, JULY 15, 2013

Breakout Sessions, 10:15 a.m. – 11:30 a.m.

Changing Cultural Norms for Wellness
Judd Allen, PhD, CWP
Norms are the invisible building blocks of culture. They operate at a subconscious level among friends, in households, at workplaces, and in communities to influence day-to-day behavior. Norms for unhealthy behavior frequently undermine our best intentions. If, however, we were able to create wellness norms (for such elusive goals as healthy eating, regular physical activity, sleeping, laughing, relaxing, medical self-care, avoiding substance abuse, teamwork, and kindness) we could dramatically increase the effectiveness of our health promotion programs. This presentation is about deploying a systematic and systemic approach to normative change. It is based on 30 years of research and practice. Case studies will be used to illustrate key concepts.

The Triple Win: A Programming Philosophy for Wellness
Craig Becker, PhD, CWP
Whether you are a selfless martyr or a selfish pig, the Triple Win Philosophy has something for you. There is a growing trend that people and organizations should have social responsibility, be green in all their actions, turn a profit, and also help people improve their well-being. Some have suggested that meeting all these needs is too expensive; however, it has been shown that being a socially responsible, green organization that helps employees improve their well-being is the most effective way to be more successful and profitable. This presentation will outline how a wellness professional can promote a Triple Win philosophy to enhance well-being and create an organizational culture that improves organizational and personal effectiveness.

Cultivating Calm Amidst Chaos, Challenge and Change
Elaine Corwin, MS
Given the current unsettled national and global context we find ourselves in personally and professionally, how do we maintain our center? As health and wellness professionals, how do we help ourselves and the people we work with navigate through such uncertain times? Contemplative Meditation focusing on compassion and loving kindness helps us to walk in awareness of this possibility. In addition to enhancing our sense of well-being, peace, and inner contentment, meditation helps us to focus, increase concentration and confidence, and have greater efficiency in everyday life. Specifically, loving kindness and compassion meditation enhances mood, satisfaction and happiness, helping us move through life with grace and equanimity. Meditation is a natural, low-cost option for integration into wellness programming with limited resources and funding.

The Lighter Side of Mindfulness: 7 Simple Practices to Expand Awareness and Fulfillment
Billie Frances, MA, LMFT
Mindfulness is being fully aware of yourself and your surroundings. When you are aware, you expand your options; when you are unaware, you limit your options. Like it or not, habits can keep us on the path to fulfillment, or keep us stuck in well-worn, mindless ruts. Changing a habit can be FUN! In this light-hearted program, you will identify some habits that might be keeping you stuck, explore options for change, and design seven practices that will help you make conscious choices in your everyday life, including Hit the Snooze Alarm, Embrace Ambiguity, and Don’t Tell, Ask. You will leave the session a little lighter, and with a customized written plan to deepen your mindfulness practice, expand your options, and empower your fulfillment.

Value-Based Wellness: The Power of Partnership to Engage, Empower, and Improve
Alida Moonen, PhD
Workplace wellness programs are expected to keep healthy people healthy, improve health outcomes for others, and minimize their organization’s exposure to financial risk—a tall order indeed. Taking a value-based approach to this challenge empowers programs and engages employees and their families by bringing together the evidence-based strategies and practices of health promotion, worksite wellness, value-based insurance design, and behavioral economics. Organizational leadership, employees, their families, health insurer(s), and community resources combine to produce a program that yields high value health outcomes and limits financial risk for employers and employees. This session will describe the evidence-based components of a value-based wellness program, share successful case studies, and show participants how to create a roadmap for their own organization.
Wellness in the Classroom
Sandy Queen
By definition, wellness is the process of being self-responsible for our physical, mental, social, emotional and spiritual well-being. For us as adults, that makes total sense. But how does it fit into the classroom curriculum? Fundamental to this approach is the focus on how wellness for youth is by definition different than for adults. While adults often seek a wellness lifestyle to re-think lifestyle choices, wellness for youth focuses on helping youth make the healthy lifestyle choices necessary for optimal well-being. To make sure this endeavor is successful, it is necessary to take a serious developmental approach to wellness in the K-12 arena. This ensures the program content matches the developmental stage for the youth being served. The same wellness topic takes on many different “faces” throughout the educational arena. This session will take participants through a variety of wonderfully entertaining, stimulating, and instructional activities that will help early childhood educators introduce this all-important concept even to the smallest wellness seekers.

Breakout Sessions, 1 p.m. – 2:15 p.m.
Well-Fit: How to Increase Mindfulness and Engagement in Your Fitness Program
Dana Bender, MS, ACSM, RYT, ACE, AFAA
“Wellness” has become an increasingly popular word in worksite settings. Worksite fitness is growing to include not just the focus on physical fitness, but also on how to reach the whole-person. Engaging and empowering an individual within their fitness program can be increasingly effective when utilizing a mindful and engaged approach. Using exercise physiology, psychology, and mindfulness principles, worksite wellness professionals can achieve full engagement in their fitness program, learn how to use present moment awareness, and find flow both conceptually and practically through interactive activities including progressive muscle relaxation, yoga, improvisation, and cardiovascular movement. This presentation will demonstrate how the science of exercise physiology can be combined with the art of wellness to engage fully in a fitness program.

Engaged, Empowered, and Entertained: The Power of Laughter in Wellness
Sandy Queen
We all know how good it feels to have a good laugh. We all know how much easier it is to hear material when it is presented in an informative but lighthearted way. We all know how much we all want everyone to become engaged in a personal wellness endeavor. How do we use humor to engage and empower people? This session helps participants experience the lighter side of wellness and understand how important a “sense” of humor is in our wellness endeavors to engage and empower others through the lightness of laughter.

Engagement and Health Risk Improvement Among Coaching Participants with Chronic Conditions
Erin Seaverson, MPH, and Ben Heinz
It is well known that lifestyle behaviors such as physical inactivity, poor nutrition, and tobacco use are key contributors to development and poor management of chronic disease. Worksite-based lifestyle management programs provide individuals with chronic conditions an avenue to address modifiable health behaviors to better manage their conditions. Identification and triage of individuals into appropriate programs is an essential element of health management programs. Attracting participation and building engagement in worksite health management (WHP) programs remains a challenge. This session will focus on strategies to engage harder-to-reach populations, particularly individuals identified as having chronic conditions, and will share results from a recent study of engagement in lifestyle management programs among individuals with chronic conditions.

The Power of Photo Voice: Sharing Pictures, Telling Stories, and Engaging Families in Healthy Lifestyle Practices
Judy Springer, PhD
Prompting individuals for culturally-relevant healthy lifestyle practices is challenging. Photo voice is an active process of entrusting cameras to children, young adults, and individuals to spotlight critical health issues in their lives instead of relying on message delivery from healthcare professionals. This process of empowerment education allows people with little money or status to communicate with family members and others in a thoughtful, individualized manner. As photographer Andre Kersetz said, “The camera is my tool. Through it I give a reason to everything around me.” Using games, worksheets, and photo voice development in small groups, participants will explore the role of photo voice in health message delivery. Participants will find photo voice as an individualized, effective tool for enriching health behavior beliefs and practices.
Overcoming the Behavior Change Trap to Move Toward Sustainability
Rosie Ward, PhD, MPH, MCHES
“What stupid hoops are you going to make me jump through this time?” For many employees, when new program components are unveiled, they immediately start looking for the shortest path of least resistance to meet the program requirements, earn their incentive, and move on with their lives. This begins the behavior change trap of clamping down harder and requiring health outcomes; yet, employees can even find loopholes in outcomes-based programs and start resenting the program along the way. The remedy to breaking this unsustainable cycle is to put into practice what we’ve learned from neuroscience, leadership, culture, and well-being experts to radically shift our approach—moving beyond trying to control lifestyle behaviors to develop and support constructive thinking patterns.

Paying Attention to Healthy Living: Challenges and Possibilities
John Weaver, PsyD
The challenge of living a healthy lifestyle is not a lack of knowledge. With the explosion of information available in Western society, knowledge is not scarce. What is scarce is the ability to direct human attention. Learning to pay attention is a critical skill in sustaining long-term healthy behavior. Attention is disrupted by perceived threats that need resolution if the individual is to survive. Contradictory information creates confusion about how to assess and prioritize action. A general lack of focus in the face of too much stimulation makes it difficult to sustain behavior even when intentions are good. In the face of these difficulties, one must develop skills that direct and sustain behavior toward beneficial outcomes. In this session, participants will learn how habits can derail lifestyle changes despite good intentions and learn skills to initiate the right kind of structure that will foster long-term changes.

Breakout Sessions, 2:30 p.m. – 3:45 p.m.
Running on the Run: Living out of a Suitcase with Running Shoes and Business Suits
Shanen Aranmór, MS, CSCS, NCC, ACSM
“What time zone is it?” “Where did I just land?” “How much time do I have before the fitness center closes?” “Is it safe to run here?” Have you walked into your hotel room, dropped your bags and wrestled with the decision to work out or get extra sleep? Perhaps the stress of travel has you contemplating the hotel bar rather than your feet on the street. But, wait . . . aren’t you committed to that race next month for your favorite charity? In this workshop, we will explore the conflict between personal wellness and your professional obligations. A travel “to do” list and must-haves for your next business trip will be presented with real-life examples. You don’t need to sacrifice your own well-being when you travel!

Do Better by Doing Good: The Amazing Interface Story
Craig Becker, PhD, CWP
Amazing things are not only possible, they are required. The world’s largest carpet company, Interface, engaged and empowered its employees by demonstrating the synergy between doing well and doing good. Compounding positive feedback loops occurred when the company realigned its corporate mission to be about people, profit, and planet. Changes enhanced brand and reputation, improved competitiveness, reduced costs, boosted productivity, and improved planetary health. These changes also helped Interface attract the most talented, energized, and committed employees and encouraged unprecedented innovation. Interface’s new operating manual enhanced wellness and created a better business model that helped the company earn bigger more legitimate profits. This presentation will outline how incorporating environmentalism into a wellness mission helps organizations do even better by doing good for people and the planet.

Teamwork Matters: Engaging Wellness at the Core of Operations
James Carman, MS
Can we be truly well if we’re spending 40 or more hours per week in a dysfunctional workplace? Do teamwork and engagement produce desired work outcomes and positive work relationships, and contribute to better adjusted, healthier employees? To be most successful, in competitive workplace environments, everyone must be engaged and empowered to participate with a voice in their “work community.” Team development as a strategy and a way of doing business can help in the achievement of both business and wellness outcomes. We will examine several key factors that characterize high performing teams, including leadership, training, team process, team member engagement, and use of performance improvement tools, as well as specific goal and performance measures.
Impact on Investment: Gain Management Support by Measuring Value
Erin Dimiceli, MA, CHES, and MaryBeth Pappas Baun, MEd, CWP, ACSM, NASM
True return on investment is difficult to articulate, but there are many ways to show the impact on investment. Join Gallagher Benefit Services, Inc. as we discuss a series of six different case studies highlighting the impact on investment that our companies are seeing with their health management programs. Your health management program should align with your organization’s goals, mission, and vision and be designed in a way that you can easily evaluate your program’s success and health impact. From preventive care physicals to a multilevel wellness program, we will take you through the series of case studies that will leave you with ideas for how you can show the impact of your health management solution.

The Elephant in the Room is Laughing: A Facilitator Looks at Humor’s Impact on Group Process
Izzy Gesell, MS, CSP
Humor is a language people use to join and identify a common universe. They consciously and unconsciously make statements through humor about themselves, their relationships, their groups, and their fears, which they find difficult to say otherwise. In organizations, which consist of sets of human relationships, humor is one way the dynamics of the group are illuminated. Simply put, positive humor fosters a warm and inviting feeling. Negative, divisive humor makes a place and its people seem cold, cruel, or aloof. Absence of humor altogether indicates a systemic blockage of communication. This program aims to examine practical ways and means of understanding and using humor personally and professionally.

Fun-ctional Strategic Wellness Planning
Gillian Pieper, MEd; Tracy Gallo, CWWPM; and Natalie Audette, CWWS, CWWPM
Whether you are new to the wellness field or part of a team with a specific issue or project to work through in a collaborative and supportive environment, this session will prove useful. We will cover strategic wellness planning from assessment through evaluation and will incorporate the six dimensions of wellness. Groups will be given case studies (or groups may bring their own scenarios) to practice each of the steps, including assessment, planning and design, implementation and evaluation. The goal of this session is to provide knowledge and experience in the process of successful wellness planning through the understanding and integration of each step. And . . . to do so in a joyful, enthusiastic, guided structure.

Academies, 2:30 p.m. – 5:15 p.m.

Coaching Academy
Engage Client Leadership and Empower Wholeness Through Coaching
Janet Harvey, MA, MCC; and Magdalena Mook
Practitioners of coaching in all applications, including wellness, improve positive client impact through a commitment to professional development that raises the artfulness of the coaching mindset and skillset. Coach evolution of artfulness increases and expands co-creation that facilitates client leadership by session and over time. Mastery with building trust and intimacy, coaching presence, and creating awareness permits client empowerment through exploration of unknown territory for both the client and the coach. This is the key to clients choosing change in behavior that will be sustained. This session will demonstrate and impart skills for how to place accountability for positive impact solidly and sustainably in the hands and heart of the client, providing clients the pathway to imagine and continuously inspire wellness in their lives.

K2U Education Academy
K2U School Health: Creating an Inclusive, Sustainable Curriculum
talks to trees, PhD, Nancy Jo Hambleton, MS, CWWS, CWWPM, and Elaine Corwin, MS
Are federal, state, and local mandates and money driving the health education curricula in your school? Are you concerned about the direction K2U health and wellness education is heading? Do you spend too much time justifying, clarifying, articulating, and defending our discipline/profession? Given the continuing epidemic rates of obesity and diabetes in the United States, combined with the current healthcare crisis, we are best positioned to respond by developing innovative and effective holistic health education programs. We have the opportunity and expertise to “take back” our classrooms and move beyond a fragmented, content, topic driven approach to teaching health education. Together we will explore the latest scientific research in areas such as positive psychology, psychoneuroimmunology, and neurotheology. Leave this K2U Academy session with a fresh, inspired model of health education and specific ideas for infusing compassionate education, mindful learning, and environmental and social sustainability into your curriculum.
Breakout Sessions, 4 p.m. – 5:15 p.m.

Wellness Culture Zones: Creating Supportive Environments at Work, Among Friends, at Home, in Families, and in the Community
Judd Allen, PhD, CWP
Wellness holds great promise for each of us. Unfortunately, unsupportive cultures frequently undermine positive practices and our efforts to adopt healthier lifestyles. Our friends, family, housemates, coworkers, and neighbors all could contribute to our success. This presentation shares strategies for mobilizing each of these support systems. It features field-tested culture-change strategies as well as best practice examples.

“Powered” in Empowered™: NorthWestern Energy Award-Winning Worksite Wellness Program
Tabatha Elsberry, BSHP, CWS, CWWPC, CHES
Do you need hands-on tools for worksite wellness programming? More “how to”? Are you an A-Z, 1-10 style planner? Many of us come to worksite wellness from the “college of knowledge” with educational background and theory, yet no experience or practical application for worksite wellness. During this “power” session, we will examine a model for worksite wellness programming built for one employer, following the Montana Worksite Health Promotion Coalition excellence awards standards. Backed with evidence-based research, guidelines, and theory, this will take you further into the practical side of programming. Come see how this diverse power company built a solid program in one year, engaged and empowered participants, and earned a Gold Excellence Award straight out of the chutes—an unprecedented accomplishment. Talk about energized!

DIET FREE Approach to Optimal Eating and Exercise
Zonya Foco, RD, CSP
“Don’t go on a diet, just change your lifestyle.” While most experts agree this is true, for our clients it’s much easier said than done! How do you just start living a healthy lifestyle? How can we ditch the diet mentality—yet somehow keep our calories (not to mention carbs, fat, sugar, and sodium) in check? How can we make simple changes—and still optimize our phytonutrient intakes? Can cumbersome number counting really be replaced by a few basic habits we can rely on for the rest of our lives? Come and learn a surprisingly simple, yet powerful, “one habit-at-a-time” approach (eight in all) to eating right, exercising, and enjoying optimal health.

Securing Wellness-Related Employment
Christopher Hirschler, PhD, MCHES
This session will address current trends in wellness-related employment, strategies for obtaining an interview, and how to excel during the interview process. How do you obtain a wellness-related position in higher education, a for-profit business, or a nonprofit or international organization? Discover effective strategies for crafting the cover letter and résumé/curriculum vitae, how to gain valuable experience, which “resume builders” to include, how to make valuable contacts, and the most useful job search sites. Successful interviewing strategies will be outlined, including how to deliver an “elevator pitch”, write a philosophy statement, utilize the power of narrative, and present one’s employment value proposition. Do you want to improve your odds of landing the job/career you desire?

Do Nutrition and Exercise Play a Role in Cancer Prevention?
Nancy Rogers, MS, RD, CWWS
When the words "You have cancer" are spoken, it can evoke feelings of fear and anger. The question arises, “Why me?” But what if it were possible to significantly reduce the chances of cancer forming in the first place? Is there enough evidence to recommend a lifestyle that could prevent many cancers? The answer is yes! This presentation will discuss three major factors that act in the prevention of cancer formation. Find out why foods are an ideal preventive agent and what components are under investigation for the prevention of specific cancers. Learn how to share this information with your clients so they make the better choice now that could prevent them from hearing the words, "You have cancer."

Energy Transmission for Self-Healing: An Introduction to Spring Forest Qigong
Jennie Trotter, MEd
Everything is energy and energy cannot be created or destroyed, but it can be transformed. Spring Forest Qigong, created by Master Chunyi Lin, is a simple and powerful meditation exercise that teaches one how to use energy for self-healing, self-awareness, and spiritual development. The slow and gentle exercises are passive and active. Come learn how to activate your chi/energy for your own self-healing.
**Tuesday, July 16, 2013**

**Breakout Sessions, 8:45 a.m. – 10 a.m.**

**Practical Spirituality: Methods to Empower Purposeful Living**  
**Billie Frances, MA, LMFT**

Wellness can be defined as balance in mind-body-spirit. We have plans and programs to keep our bodies fit and our minds clear, yet how can we engage in practices to enliven our spirits? Join with others as we gently explore our own values and spiritual practice. We will also discover how as wellness professionals we can support our clients to identify what they hold dear and uphold those spiritual values with their words and actions. Participants in this session will identify and experiment with an array of spiritual practices, design their Personal Practical Spirituality Plan, and gain clarity for how to respectfully support others’ spirituality.

**Cracking the Veneer of Motherhood: Getting “Real” and Being Well**  
**Lisa Medley, MA, CMT, and Tabatha Elsberry, BSHP, CWS, CWWPC, CHES**

Motherhood is . . . everything. It is wondrous, challenging, creative, overwhelming, inspiring, tiring, and more. The reality of this multi-dimensional experience does not always match societal expectations that often reflect a one-sided version such as, ”Isn’t this the best thing that has ever happened to you?” When you are sleep deprived, stressed, and tapped out, this incongruence adds to an already challenging experience. This session will provide an opportunity to redefine what being a “real” mother is and reinvent a way of motherhood that engages exquisite self-care and empowers mothers to be the best they can be. Participants will gain tools to carve out sacred time for personal wellness and be encouraged to increase their support system that celebrates the ways women know how to tend and befriend.

**Contrary to Popular Practice: Building Wellness Programs for the 21st Century**  
**Carrie Phelps, MA, and Char Conlin, MBA**

Although thousands of health promotion programs claim to support individuals in making lifestyle change, little is known about the thoughts, perceptions, and opinions of those creating, implementing, and participating in these programs. This presentation will reveal the results of a qualitative case study conducted by two scholar-practitioners (PhD students with a wealth of on-the-ground experience) who have a passion for helping health providers implement sustainable individual and organizational wellness programs. Practical ideas for how to use this information upon returning home will be shared. Participants will have the opportunity to share and learn from one another. You won’t want to miss this insightful, practical, inspirational, and thought-provoking experience.

**The Wit and Wisdom of Women: Coming of Age in a New Age!**  
**Sandy Queen**

Remember when you were a little girl and they told you what it was going to be like when you grew up to be a “woman”? And then you observed your mother and other women around you who were already on this journey and saw how they progressed into their adult years. Now many of us find that the models of our foremothers (and aunts and neighbors) don’t necessarily provide the current roadmap we need and we’re feeling a little out-of-sync. This lighthearted but informative session looks at what it means to be a woman in today’s world, as we go through discovery and re-discovery of our lives.

**A Web-based System for Wellness Professionals to Address Dietary Behavioral Changes of Consumers**  
**Rick Weiss, MS**

Dietary and physical activity patterns are poised to become leading contributors to premature death in the United States. Most practitioners recognize the important relationship among nutrition, physical activity, and health. Few incorporate either dietary or physical activity counseling into routine practice. VioWell is an interactive digital platform focused on promoting sustainable behavior change. VioWell was developed under an NIH grant in collaboration with Dr. David Katz, Yale-Griffin Prevention Research Center. It integrates assessment, planning, and tracking components of a wellness program accessible from a user dashboard. A key component is VioScreen, web-based self-administered dietary assessment questionnaire that accurately measures dietary intake in about 20 minutes using more than 1,200 food portion size images. VioWell supports providers in helping patients develop healthier lifestyles.

**Balanced Life: Designing a Wellness Group for Older Adults with Depression and Anxiety**  
**Michelle Zechner, MSW, LSW, CPRP**

Older adults are a quickly growing segment of our population. Wellness providers must become aware of the specific needs, issues and concerns of the over-65 population with chronic health and mental health conditions such as depression and anxiety. This workshop will provide an overview of a multi-disciplinary group wellness intervention for the elderly, developed to address all domains of wellness. Health insurance care managers, health coaches who are interested in working with older persons, educators, and mental health providers may find this workshop useful. Strategies will be presented to develop wellness curriculum that can be applied to any older-adult setting.
Academies, 8:45 a.m. – 11:30 a.m.

Integrative Health Academy

Wellness and Integrative Health: A Marriage Made in Well-Being Heaven
Meg Jordan, PhD, RN, CWP, CWPPM, CWWS

Most IM/IH (integrative medicine/integrative health) or CAM (complementary and alternative medicine) practitioners recognize that their unique modalities require a commitment from their clients to adopt wellness lifestyles. Trying to improve their clients’ health through guided imagery, massage, acupuncture, chiropractic, Reiki or other CAM modality is an uphill struggle if the client never addresses what we all know to be the wellness basics—nutrition, exercise, stress management, and healthy relationships. So you’d think that there would be mutually supportive systems in place between IH and the wellness profession to advance their similar interests and needs. But alas, the two professional fields appear to suffer from the same disjointed, fragmented, non-integrated chaos that the big granddaddy (the health care “system” itself) suffers. What do you say we all do something about that? In this opening session of the Integrative Health Academy, Meg Jordan will discuss the exciting new forays into integrative health that should inspire wellness professionals to throw up some sturdy bridges for a more enriching career and greater effectiveness with client well-being.

Worksite Academy

Increase the Engagement Factor and Bolster the Business Case with “Out of the Box” Wellness Programming
Laura Putnam, MA

As wellness and health management professionals, we all know that keys to program success are both employee engagement and senior leader buy-in. Learn how you can more effectively engage employees and, at the same time, bolster the business case. We’ll discuss results from initiatives that combine employee wellness with workplace learning and performance. Not only will you come away with takeaways on how to design wellness programs that will intrinsically motivate and build skills in your participants, you’ll also come away with strategies on how you can enhance the perceived “business” value of your programs. The net result: Your employee wellness programs will rebound from “boring” to “fresh,” and senior leaders will get more on board with wellness in the workplace.

Breakout Sessions, 10:15 a.m. – 11:30 a.m.

Pre-school Stress Relief Project: Fun Ways to Excite Children About Stress Management
Gloria Elder, MA, CPIV, CHES

High levels of stress have become a fact of life in our society. Children, like adults, are not exempt from the effects of stress and anxiety. This presentation will share ways to help children and their families and participating adults positively cope with stress by deep breathing, playing with balloons and bubbles, singing, doing yoga and Tai Chi exercises, and more. Participants will leave this workshop feeling stressed less and equipped to teach children and youth fun ways to release stress. Dress comfortably and come ready to move your body, mind, and spirit. Culturally relevant educational materials that can be utilized to teach young children stress and anger management skills will be shared.

Preparing for Your Role in the Preventive and Lifestyle Medicine Movement: Opportunities, Ethics, and Confidentiality
Linda Howard, JD, CHC

This session explores the legal, ethical, and confidentiality issues that you, as a wellness coach, will face as you navigate through an emerging area of coaching. You will learn valuable practical guidelines and be equipped after this session to develop sound business practices that will protect you, your client, and the industry and will position you for Lifestyle Medicine physician referrals. You will gain an understanding of ethics guidelines as defined by a variety of codes applicable to coaches, learn the legal issues that impact wellness private and workplace coaching, learn techniques to ensure client confidentiality derived from the healthcare industry using the federal Health Insurance and Portability Accountability Act (HIPAA) as a guide, and hear risk management techniques to assist you in avoiding legal and ethical problems.

Active Bystanderism: Engaging and Empowering Students in Harm Reduction
Jennifer Jacobsen, MA

Looking to increase the effectiveness of your harm reduction/alcohol education programming on your campus or in your community? Many students want to partner with you to positively change their environment, but aren’t sure how. Active bystanderism has been shown to effectively engage students and develop their skills in proactively intervening in social situations to reduce harm caused by alcohol and other drugs and related behaviors such as sexual misconduct and hazing/bullying. Learn the basics of active bystanderism, how to develop your own workshops, and creative ways to collaborate with students to empower them to be active bystanders. Not everyone chooses to drink alcohol, but everyone is a bystander, and thus has the opportunity to make a positive impact.
Going Gluten-Free: Understanding the Gluten-Free Craze
Debbie Jongkind, RD, LDN, CWC, PCC

At one time, following a gluten-free diet was rare. The diet was extremely difficult to follow and foods were mail ordered from a few specialty food companies. Today it seems that everyone is “going gluten-free”. We see gluten-free items on restaurant menus and lining grocery shelves. Is this a healthy dietary swing? Should everyone go gluten-free or is it the latest fad diet? This seminar will explain gluten related disorders, review current diagnosis and treatment recommendations, and offer tips for healthy gluten-free living. Healthcare professionals and coaches will gain empathy and understanding to support and encourage those clients who must follow such a restricted diet to maintain their health and wellness.

Exemplary School-Community Wellness Partnerships
Randal Peters, EdD

Increasingly sedentary lifestyles and worsening nutritional practices among youth are contributing to early signs of heart disease and diabetes, and an epidemic of obesity. Meanwhile, opportunities for physical activity have been marginalized in the wake of legislation mandating accountability for higher academic achievement. This presentation examines exemplary school wellness models in K-12 settings that were being implemented to meet the wellness needs of students and staff. The sites represent similar environments, emphasizing choice-based, individualized lifetime fitness activities and development of the whole child. Program growth is accelerated by extensive and creative use of community partnerships and a culture of accountability driven by research and data. These practices are linked to evidence of success, including improved student health indicators, fewer negative behaviors, and enhanced academic achievement.

Breakout Sessions, 2:30 p.m. – 3:45 p.m.

Let's Talk Wellness: Introduce Sustainable Behavioral Changes in the Community Setting
Janna Anderson, MA, MBA

The session will concentrate on describing successful development of community partnerships through wellness program intervention (Let's Talk Wellness program). The session will also cover organizational tactics that allow Buffalo Hospital to engage community leaders in bettering the health of the community (e.g., collaborative work on Community Health Assessment, developing a county-wide Community Benefit Advisory Council, implementation of community wellness initiatives). The discussion will cover change of perception of the hospital and healthcare system over the last few years and describe actions and tactics that led to positive changes. Very specific strategies on how to engage community leaders in community health and benefit work will be discussed.

Food as a Foundation to Support a Healthy Mind: Linking Theory, Research, and Practice
Karen Davison, PhD, RD, CHES

An often overlooked factor in the development of major trends in mental health is the role of nutrition. The body of evidence linking diet and mental health is rapidly growing and includes multiple perspectives such as mental health promotion, prevention of mental illness, and interventions to treat conditions such as depression, schizophrenia, attention deficit hyperactivity disorder, autism, Alzheimer’s disease, eating disorders, and addictions. Drawing upon an integrated synthesis of the evidence, this session examines the many intersections of nutrition and mental health. This session will include a package of support materials and a provocative exploration of the dietary foundations that support healthy minds. There will be facilitated discussion about how wellness practitioners could further develop resources to help clients realize their full mental health potential.

Engagement Marketing: Blogging for Wellness
Tabita Green

Engagement marketing is one of the top buzzwords in the marketing industry. And for a good reason! Engaging your audience is the best way to get your message to spread like wildfire. In this session, you will learn how to get started with blogging, including the best tools to use, how to select topics, how often to post, how to optimize your blog for search engines so people can find you, and how to spread the word through social media. By engaging in blogging for wellness, you can spread your amazing ideas to a broader audience and also learn from your readers. It is a fulfilling and fun way to do marketing!
The Practicalities of Building an Integrated Employee Wellness–Safety–Optimal Living Program
William McPeck, MSW, CWPC, WLCP, CWWS

Successful organizations need both safe jobs and healthy, happy workers. To accomplish this, employers focus on health protection, health promotion, and the work-life balance of employees. Failing to accomplish all three reduces the organization’s chances of success and increases its exposure to risks. Our current approach to all three is fragmented, despite the many similarities between the programs. This session will be designed to explore the practical aspects associated with safety and wellness program integration. The focus will be at the employer level, with an emphasis on program infrastructure and programming interventions. The program will begin with a high level overview of total worker health theory, the NHWP program model, then delving into the practicalities associated with safety and wellness program integration.

Engaging the Healing Power of Movement
Lisa Medley, MA, CMT

Are you sedentary or spontaneous? Do you respond to your body’s cues to move or schedule it in? Have you cultivated devotion or stuck in discipline? It is your birthright to move freely. Not only does it feel good, it is critical for optimal well-being and enhancing longevity. Since hunting, gathering, and living off the land are no longer primary ways to engage the body, it is necessary to create opportunities to move. Not only that, the body needs to express its more than 600 muscles three-dimensionally and multi-directionally to reduce pain and increase nourishment. This experiential session will remind you how to connect to the healing power of movement with emphasis on relieving common ailments such as “computer neck” and low back issues.

Academies, 2:30 p.m. – 5:15 p.m.
Coaching Academy

Speed Coaching: Conversations with the Masters
Jackie Bredl-Dietrich CHES, PCC, CWP, BCC

The objective of this session is not to find your next coach to date, but instead to offer participants the opportunity to be coached by master-level, professional coaches or to observe live one-on-one coaching in a “speed coaching” format. Participants will also be given resources to explore the history of coaching and gain a better understanding of the role coaching plays in building wellness through engaging and empowering clients. There will be a review of coaching competencies and time devoted to identify the key skills of advanced coaching that were observed. This will be an invaluable session for all levels of coaches to experience many styles of coaching and quite possibly an “Ah-ha” moment.

K2U Education Academy

Instructional Methods, Materials, and Match-Making (M & Ms)
Nancy Jo Hambleton, MS, CWWS, CWWPM, talks to trees, PhD, and Elaine Corwin, MS

This session focuses on M & Ms (methods and materials)—that is, instructional ideas and resources for comprehensive holistic health and wellness education. “Match-making” between M & Ms and student, teacher, and institutional variables will be explored. You are encouraged to bring your best health lesson successes and resources to share so we can tap the collective wisdom and teaching experiences of the group. “Speed-Networking” activities will help you find that perfect idea/resource for which you’ve been searching—one that’s good enough to bring back and meet your health and wellness curricula. Whether teaching in a school/college/university or delivering informational health promotion sessions in a worksite, hospital, or other community setting, this session will provide you with new ideas and spark the creative educator in you.
Breakout Sessions, 4 p.m. – 5:15 p.m.

Worldwide Wellness: Presentations and Interactions with Wellness Practitioners from Around the World
Facilitators: Robert Boyd, OAM, FACHPER, LMQFHA, S&LC, CWP, CWPD, and John Munson, PhD, CWP

Wellness is a worldwide concept. This is an opportunity for NWC participants to be informed of and give input about wellness ideas, issues, concepts, and programs underway or planned in nations around the world. Wellness practitioners in countries other than the United States will share their knowledge and information about wellness initiatives in their part of the globe. To become a truly global movement, wellness must be seen and promoted as a culturally sensitive paradigm that is universally acceptable to all people of the world. Facilitated by members of the NWI International Wellness Committee, this session will include formal presentations, “one-slide” talks, and audience participation in “Growing Wellness Internationally” discussions. A primary area of interest to members of the International Committee is an emphasis on programs, topics, and skills that boost quality of life. We all have much to learn from each other no matter where we call home. Presentations during this session include: “Organizing a wellness circle for local residents’ health promotion” by Koji Nagasaki, PhD, of Hiroshima, Japan, and “Does an Organizationally Based Wellness Program Effect Lifestyle Behaviors and Biomarkers of Police and Police Staff Over Time?” by Tracy Washington, PhD, of Australia.

Wellness is a Business: Jump on Board Entrepreneurial Style
Linda Howard, JD, CHC

This is a fast-pace course focused on the entrepreneurial approach to the $2 trillion business of wellness. It explores choosing strategic partnerships from industry sectors and finding synergies outside the industry; developing innovative marketing strategies; developing a sustainable personal brand; developing business strategies backed by industry and legislative trends and reports; and navigating business legal issues and legal issues inherent in social networking (e.g., copyrights infringement and protecting your intellectual property in cyberspace). This session is for those who have passion and are ready to turn it into a thriving business, veterans looking to reinvent themselves, and thriving businesses seeking to stay ahead of the curve.

Dream Big the Power of Your Dreams to Create A New You!
Marian McNair, MATC, MFA

Are you ready for the next step and don’t know which road to take? Do you have ideas but haven’t put them into action? Would you like to create but haven’t found the time? Are you someone who feels that the creative process is not easy for you? Together we will brainstorm and challenge ourselves to discover what is waiting inside us. Using art materials, we will make our personal dreams come alive using collage, poetry, and song. We will discover our creative self with games and movement and open up with playful activities. Experience the valuable process of creativity for higher brain function and greater health and life satisfaction as you rejuvenate your heart’s desires. Feel your own creativity and joy! Radiate who you are!

Boost Your Memory with Brain Fitness
Paula McNiel, DNP, RN

Memory loss is a major concern cited by older adults as they age. Cognitive health can have profound implications on an older adult’s independence in the community. New strategies to communicate and disseminate brain health information are called for on a national public health level by the CDC and Alzheimer’s Association. The action to meet this need locally was the development of a memory enhancement program entitled Brain Fitness. This sustainable, six-week, evidenced-based, educational face-to-face program took place at a local YMCA for adults age 55 and older. Topics included: overview of memory and aging, mental aerobics, physical activity, strategies for memory improvement, stress, optimism, humor, and nutrition. Due to positive participant response, the program has expanded and Brain Booster sessions are under development.

LIFE in Motion: Fox Cities Healthy, Sustainable Lifestyles
Margie Weiss, PhD, LEED AP

LIFE in Motion educates, informs, and encourages community action by providing a roadmap of indicators measuring community vitality. Goals include: increase awareness of and knowledge about key community issues, spark action on key community issue, and strive to “move the needle” on key indicator measurements. LIFE in Motion selected “Fox Cities Healthy, Sustainable Lifestyles: Nutrition, Physical Activity and Obesity Prevention” as the first focus area. Community-based changes in policies and systems, environment and infrastructure, communications and media, and program and service delivery have been targeted as ways to decrease rates of obesity and diabetes in the Fox Cities (Wisconsin). Working together through innovative programs like Riverview Gardens, the community is addressing poverty, homelessness, food supply, unemployment, and health and community.
Breakout Sessions, 8:45 a.m. – 10 a.m.

The Art and Science of Effective Wellness Coaching
Suzanna Cooper, MOT, CWC, and Brad Cooper, MSPT, MTC, ATC, MBA, CWC
As a wellness coach, outcomes matter. In order to maximize outcomes, an effective strategy must be implemented. This program will cover—in practical, “implement-today” steps—how to combine the critical science-based tools and knowledge with the undeniable benefits of the “art of coaching.” Whether you’re just getting started as a coach or have years of experience under your belt, this is a program you will not want to miss. Upon your return home, you’ll be able to immediately draw on the knowledge gleaned to enhance your coaching outcomes. If you’re looking to combine the research with the practical application, this is the session for you.

The “Mindfull” Diet: A Fresh, Integrative Approach
Elaine Corwin, MS
Help people rethink their lives, and reclaim the word “diet” (derived from the Greek diaitan) to direct one’s own life. A comprehensive mind, body, spirit approach acknowledges the paradox that it is all about food and, at the same time, it’s not about food. It is about empowering people to direct their own lives. Eating Well, Vegetarian Adventure, and Nourishing Mind Body Spirit are three innovative, credit-bearing courses within a holistic community college wellness curriculum designed for students to explore the research and practical application of pleasure-principled, positive experiences to move toward better health and well-being. Leave with course syllabi, class descriptions, objectives, content, rationale, select journal entries/activities, assessment tools, and plenty of implementation ideas. Help people develop joyful attitudes to “direct their own lives.”

Nurses on FIRE for Wellness: Igniting a Healthy World with Passion and Purpose
Carol Ebert, RN, MA, CHES, CWP
Are you a nurse with a passion for wellness but stuck in a job caring for an endless supply of sick people suffering from preventable chronic diseases? Do you feel trapped in a system that values drugs and surgery over prevention and wellness and often disregards scientific evidence for other healing modalities? Do you feel your talents are being wasted at the bedside and there is more you can do if you could focus on wellness? If this is you, attend this session and begin taking the steps you need to finally fulfill your passion and purpose toward improving the health of the world.

Food Addiction: An Overlooked Cause of Persistent Overweight and Obesity
LaVera Forbes, MS, PhD Candidate
Some people still believe that overweight and obese individuals choose to overeat and not exercise, making it a lifestyle choice deserving of no sympathy or patience. A biochemical addiction may be an overlooked cause of chronic overeating for some people. The concept of food addiction has been controversial for many years because it lacked scientific evidence. Recent research has concluded that certain foods trigger an addictive process similar to alcohol or drug dependence and may help explain why so many people are unable to lose or sustain weight loss. This session will explain recent advancements in obesity research, reveal symptoms of food addiction, and give you new tools and resources to incorporate these concepts into your life or your wellness program.

Taking Care of the Caretaker Isn’t Narcissistic
Karen Sherman, PhD
Are you in the role of caretaker—professional or otherwise? When is the last time someone took care of you? You probably think it is narcissistic or even selfish to make time for you. It’s not! The truth is that taking care of you is really important. It is essential for your wellness and you’ll be better at being the caretaker! Join Dr. Karen Sherman, psychologist and author, as she helps you gain greater insights into what might be blocking you from taking care of you. Also, in this workshop, you’ll be introduced to some easy ways to do so.

Adding Multimedia to Your Wellness Communications
Merrilee Shopland, MA
Discover how alive your presentations and communications become when you add multimedia. This hands-on workshop explores the dynamic capabilities of PowerPoint 2010’s rich media tools. You can turn your presentation into a video, broadcast your slide show on someone else’s computer, and even turn your mouse into a laser pointer. Learn the enhanced graphic manipulation capabilities of PowerPoint, which includes color correction, artistic filters, and more. Find out how easy it is to edit sound and video within PowerPoint, as well as to access YouTube content within your program. You can also link to other documents, other slides within your slideshow, or the Internet. Adding narration and music just got easier in this version of PowerPoint and this session shows you how.
Academies, 8:45 a.m. – 11:30 a.m.

Integrative Health Academy

How to Incorporate Integrative Health into Wellness
Kimberly Gray, RN, LMT, NCTMB, CHTP/I

In our culture of increased demands and rising stress-induced illnesses, it is imperative for individuals to learn innovative solutions and education regarding self-care, stress-management and work/life balance. While complementary medicine modalities are more widely embraced for supportive disease management, they are currently being incorporated and increasingly utilized as tools for improved health and well-being. This informative and experiential session will include information on the use of integrative health concepts and services within your current practice and/or wellness program. Learn about the successful integration of integrative wellness services within the employee wellness program at Tampa General Hospital in Tampa, Florida, and experience fun, innovative ways to incorporate integrative wellness practices into your own daily routine.

Worksite Academy

Energizing the Power of Culture and Climate: Sustaining the Value of Health and Well-being
William Baun, EPD, FAWHP, CWP

During these changing economic times wellness practitioners are scrambling to develop programs for both worksites and communities that grow a culture of health. This session will provide participants the financial backbone from which to build both climate and culture change. It will review what the culture thought leaders are saying and will also pull pearls from the current climate and culture literature. The presenter’s 34 years’ experience as a worksite and community wellness manager will provide participants many stories of how climate and culture are the keys to sustainable behavior change on the individual, team, and organizational levels. Participants will walk away with ideas for their immediate next steps in successfully moving their organizational climate and cultures forward. This session promises to be energizing and motivating.

Breakout Sessions, 10:15 a.m. – 11:30 a.m.

Wellness, Connectiveness to Nature, and Physical Activity: Recent Technological and Theoretical Developments
Tom Cuddihy, PhD; Robert Pangrazi; and Robert Boyd, OAM, FACHPER, LMQFHA, S&LC, CWP, CWPD

This session will provide some answers to questions such as: What is the relationship between an individual’s connectiveness to nature and their overall wellness score? What are the advantages of the next generation pedometers, and how is physical activity linked to wellness? Is the 10,000 steps recommendation as a walksite and community wellness manager will provide participants many stories of how climate and culture are the keys to sustainable behavior change on the individual, team, and organizational levels. Participants will walk away with ideas for their immediate next steps in successfully moving their organizational climate and cultures forward. This session promises to be energizing and motivating.

“Officer Down; Officer Needs Help”: Empowering People Through Leadership and Calculated Risk-Taking
John Edmundson, MA, and Shanen Aranmór, MS, CSCS, NCC, ACSM

From 9-11 “Ground Zero” to the Menendez brothers’ homicide of their parents, unforeseen traumatic events can leave an everlasting impact on the human psyche. In life’s emergencies, many stressors on the street were predictable and potentially avoidable. Using leadership and risk management models from law enforcement and psychology, we will evaluate behavior in life situations that are common yet typically unpredictable, such as the death of a loved one, divorce, or sudden unemployment. These tools can also be applied to daily stressors and help us deal with the unforeseen. Colorful stories from 35 years of law enforcement (including L.A. and Beverly Hills) will help link leadership training to everyday life to identify avoidable risks and empower people to decide when to take calculated risks.

Doctors and Wellness Coaching: 5 Top Mistakes You Can’t Afford to Make
Billie Frances, MA, LMFT

How can wellness coaches integrate effective wellness coaching into the current practices of physicians who were trained to diagnose and heal illnesses, but are now being mandated with the responsibility of the wellness of their patients? Wellness coaching can be a powerful bridge from this critical issue to its successful solution. Learn what the new reform requires of physicians and how wellness coaching offers a cutting-edge innovative approach for addressing these new mandates. Participants will enjoy an interactive, participatory experience where they can apply this understanding to their own community in the form of an individualized action plan for facilitating the success of wellness coaching in their collaborative partnerships with physicians. This workshop will not only inform, inspire, and enlighten wellness coaches, but also, as a consequence, empower health providers to support wellness in their medical roles.
Understanding and Enhancing Your Creativity
Susan Myers
Creativity involves the process of seeing things in a new and informative way. Creative individuals have a remarkable ability to adapt to almost any situation and to make do with whatever is at hand to reach their goals. The creative vision of one person, such as Einstein or Darwin, may literally reshape our perception of the world. As we grow up, we tend to depend on words to tell us how things are, and often reduce experiences to fit the stereotyped dimensions of language, therefore even modest creativity may elude many of us. This session will focus on understanding creativity and learning new ways to become creative. An assessment of your creativity quotient, exercises, and tips on learning and enhancing your creativity will be included.

How to Give a Spirit-filled, Fun-loving Stress Management Presentation
Jennie Trotter, MEd
Ninety percent (90%) of patients seen by doctors today have stress related illnesses. Knowing the proper balance of stress for your body and how to develop a wellness lifestyle is crucial for healthier living. Learn how to give a presentation that shows participants how to melt away those stress triggers that steal from their physical, mental, and emotional health and how to maintain a peaceful well-being in the midst of the everyday madness. This workshop will present a wholistic approach to managing stress that includes the body, mind, and spirit. Come prepared to laugh, sing, dance, and be fully energized.

Featured Speaker, 1 p.m. – 2:15 p.m.
The Personality of Wellness: Utilizing Temperament to Enhance the Outcomes in Your Coaching, Your Organization, and Your Life!
Brad Cooper, MSPT, MTC, ATC, MBA, CWC
Wellness is simple, right? Unfortunately while wellness itself may be somewhat straightforward, it involves us—as unique individuals—and that makes it very, very complicated. However, by integrating the concepts of classic temperament theory into your approach (as an organization, a coach, or even in your own life), your outcomes will improve. Please join us as Brad Cooper introduces us to the concept of temperament and how it can be effectively utilized to improve your outcomes—regardless of your setting.

Breakout Sessions, 2:30 p.m. – 3:45 p.m.
Designing a Comprehensive Worksite Health Promotion Model Using HealthLead™ as a Model
Jennifer Childress, MS, MCHES, CPFT, and Susan Bailey, MS, CHES
US Healthiest launched the HealthLead™ Workplace Accreditation Program, a comprehensive, integrated health promotion and well-being management tool to accredit and recognize worksites for meeting established, evidence-based standards in three primary areas (organizational engagement and alignment; population health and well-being; and outcomes). To date, 12 organizations ranging in size and industry have earned HealthLead Accreditation status for their leading efforts in comprehensive programming, including DTE Energy. This session will provide attendees with an overview of what constitutes comprehensive worksite health promotion programming; the current landscape; the value to organizations in having comprehensive programming; and common practices using a national accreditation model. DTE Energy, a silver-level HealthLead Accredited organization, will be featured, highlighting areas from its comprehensive workplace health promotion program.

Overcoming Organizational Dysfunction by Understanding Differences
Fred Leafgren, PhD
This workshop will focus on differences and the positive impact really understanding differences can have on organizational dynamics. It will provide participants awareness and insights, enabling them to use knowledge of differences to transform organizational communication and enhancing relationships in the organizations. New strategies will be presented that can be easily implemented in the work environment. Participants will understand differences, appreciate differences, and value differences. Differences can be a cause for celebration. Individuals will be empowered to function in new ways that will benefit everyone. This is an opportunity to bring dynamic change to the organization and to individuals, enhancing the emotional and physical well-being of everyone.

Building Wellness: Engagement and Empowerment Are Simply Not Enough
William McPeck, MSW, CWPC, WLCP, CWWS
When it comes to building a successful worksite wellness program, engagement and empowerment are simply, by themselves, just not enough. A number of other E’s are also needed to build a successful worksite wellness program. These E’s include: enablement, education, emotion, expectations, enforcement, effectiveness, and evaluation. Between best practice and research, a framework for worksite wellness program success has emerged. This session will examine what is needed to build a successful worksite wellness program and is designed around the 9 E’s. Attendees will be introduced to best practice/research based program success and how the 9 E’s contribute to that success. Attendees will walk away with a clearer and more comprehensive understanding of what it takes to build wellness within an organizational setting.
Brain and Beyond: Overcoming Mental Mediocrity and Rediscovering Health Through Spirituality
Victor Schueller, DC
Did you know our brains are inherently wired to automatically formulate judgments about everything? Did you know a majority of the population is unaware of, and thus unprepared to properly address, this automatic programming? Did you know with the right tools and strategies, virtually anyone can learn to overpower the automatic and subconscious responses of our brains and “learn” to be more understanding, non-judgmental, and accepting? During this presentation, participants will have the opportunity to learn about scientific explanations behind why people engage in ineffective behavioral patterns and how to use brain-based strategies to overcome these negative behavioral patterns and replace them with a positive, collaborative, and harmonious mindset that will transform workplace effectiveness, morale, and culture quickly and effectively.

You Can Unstuck You to Wellness
Karen Sherman, PhD
Do you find that you keep repeating ineffective patterns but don’t know how to stop them? Do you find that you can’t seem to change the “same-old, same-old” even though you’re not happy with it? Are you having responses to things that seem to come out of nowhere? Then this workshop’s for YOU! Join Dr. Karen Sherman, psychologist and author, as she explains why these behaviors keep happening. Then, learn actual tools that will allow you to rewire your brain. It’s not too late—you can live a life of your choosing. You can restore yourself to a life of wellness!

Transformational Training: Empowering Wellness Workshops
Merrilee Shopland, MA
Discover the power of creative, interactive strategies that transform training into learning. Using the example of a traditional workshop that was transformed into a game containing a contest, multimedia, stories, and journaling, participants will learn how to take their wellness trainings to the next level. This workshop covers essential traditional training techniques as well as innovative twists to conventional training, using games, creativity, exercises, and collaboration. Learn how to access resources and software that can make your training memorable, including video and audio editing, inserting YouTube content into presentations, and finding graphics and music that enhance your workshop. Find out how education becomes a transformational agent when combined with multimedia, metaphor, interaction, and fun.

Academies, 2:30 p.m. – 5:15 p.m.
Coaching Academy
Energizing Emotion: Mind-Body Coaching Skills That Help Celebrate and Transform Emotion
Carrie Phelps, MA
Emotions—energy in motion—can serve as a wonderful personal guidance system. Appropriately expressed emotions have a healing effect on the body and can provide valuable personal information and insight. Research in neuroscience has transformed the scientific paradigm of how the brain and body communicate and authenticates a profound connection between emotion, cognition, perception, and performance. This presentation will introduce mind-body skills such as “soft belly” meditation, experiential drawing, imagery, reflection, and movement (shaking and dancing) that coaches can use to help their clients become aware of, and effectively express, their emotion. Practical tools and information to enhance a coach’s skill, ability, and comfort level in working with their clients’ emotions will also be included.

K2U Academy
Assessing and Evaluating School Health Education: Beyond Rubrics and Tests
Sara Corwin, MPH, PhD
How do we know our health education curricula are effective? Do we measure more than health knowledge learned? How about skill acquisition or behavior change? Is it realistic to expect our students to adopt long-term attitude, behavior, and lifestyle change as a result of our health education classes? And, as classroom teachers, how would we even measure that? In this forum, we will discuss the pressure to demonstrate “high-impact outcomes”—the current buzzword in academia. We will explore a variety of models and simple strategies designed for classroom teachers who find themselves in a position to “prove” their class/course is effective and worthwhile. Participants will leave with a specific assessment plan, resources, and a timeline for applying concepts and ideas within their K2U setting and unique programming needs.
**Resilience: The Power Within**
**William Baun, EPD, FAWHP, CWP**

Resilience is generally defined as strength in the midst of change and stressful life events—the power of springing back or recovering readily from adversity. It is our ability to stay positive and effective in difficult times or challenging circumstances. Many call resilience the whole body approach to living that involves the body, mind, spirit connection. But it is only effective when an individual takes the time to discover, and then practice those things that work for them. Research shows that resilience can be learned, practiced, and strengthened through the growing of appropriate knowledge and skills. Whole people thrive because of resilience practices that become daily habits we can’t do without. This session will pull from the current literature and participants will walk away invigorated.

**Worldwide Wellness: Presentations and Interactions with Wellness Practitioners from Around the World**
**Facilitators: Robert Boyd, OAM, FACHPER, LMQFHA, STL, CWP, CWPD, and John Munson, PhD, CWP**

Wellness is a worldwide concept. This is an opportunity for NWC participants to be informed of and give input about wellness ideas, issues, concepts, and programs underway or planned in nations around the world. Wellness practitioners in countries other than the United States will share their knowledge and information about wellness initiatives in their part of the globe. To become a truly global movement, wellness must be seen and promoted as a culturally sensitive paradigm that is universally acceptable to all people of the world. Facilitated by members of the NWI International Wellness Committee, this session will include formal presentations, “one-slide” talks, and audience participation in “Growing Wellness Internationally” discussions. A primary area of interest to members of the International Committee is an emphasis on programs, topics, and skills that boost quality of life. We all have much to learn from each other no matter where we call home. Presentations during this session include: “Wellness Bytes into Corporate Dining” by Jean Goodall, Dip Comp Prog (Hons), MCP, MCTS, of South Africa, and “Coping with Un-cope-able Eldercare” by Carol-Ann Hamilton of Canada.

**Linking the Universal Law of Attraction to Optimal Wellness**
**Carol Eberl, RN, MA, CHES, CWP**

It’s hard to stay positive in today’s negative world, yet we know being in a state of negativity and stress can lead to chronic disease, increased production of stress hormones, higher blood pressure, increased heart rate, higher cholesterol levels, alterations in the immune system and blood-clotting mechanisms—all situations that cause the body to break down. What if there were simple manageable strategies that with practice could flip the switch from negativity to positivity. This session will teach you about the art and science of Law of Attraction and how to apply it to your health and your life for optimal success.

**Introduction to Collaborative Approaches for Developing Successful Worksite Wellness Strategies**
**Nicole Hare-Everline, DHSc, MS, CHES; Ebun Odeneye, MPH; and Certeria Johnson**

Would you like to learn effective strategies for getting people engaged in wellness? Come and hear about the City of Houston’s Discover Health with the Wellness Connection’s methods of building collaborative partnerships and empowering our population to take charge of its health! Our broad strategies for promoting wellness are to: cultivate senior leadership commitment, implement employee engagement incentives, develop program brand and marketing strategy, collect and utilize analytics, and build strong partnerships externally and internally. Based on this premise, we currently employ a phased approach in planning and implementing our wellness programs: (1) Formative Data Collection and Stakeholder Analysis; and (2) Program Planning, Implementation and Evaluation. We look forward to sharing our evidence-based methods for building multilevel collaborations and engaging employees with you.

**Introduction to Emotional Freedom Techniques (EFT)**
**Valerie Lis, MA**

Millions of people now benefit from the use of Emotional Freedom Techniques (EFT). EFT eliminates stress, fear, anger, sadness, cravings, chronic pain, and food and chemical sensitivities. The procedure involves tapping on acupuncture points to release negative emotions and restore well-being. It is self-applied, easy to learn, effective and permanent—regardless of the origin and intensity of the ailment. This course provides an introduction to EFT, along with the opportunity to try the procedure to resolve a personal issue. You learn the Basic EFT Tapping Formula and how its application will reduce stress, create better health, and bring more joy into your life.

**Type 2 Diabetes—The Prototypical Lifestyle Disease: Where? Who? Why?**
**George Motto, MD, CWP**

By now, it is recognized by almost everyone that there is an “epidemic” of lifestyle diseases, especially the prototypical lifestyle disease type 2 diabetes mellitus, in which the “epidemic” is the direct result of the most common consequence of an unhealthy lifestyle—being overweight. Learn from an experienced board certified endocrinologist why this is occurring and what must be done about it, as well as why all medications, with the sole exception of exogenously administered insulin, can and eventually do fail in the current treatment environment. Also, the concept of the synergizing of risk and disease factors to amplify the consequence of disease will be explained. Finally, you will learn proven, teachable, daily, doable lifestyle interventions.
Thursday, July 18, 2013

Academies, 8:45 a.m. – 11:30 a.m.

Integrative Health Academy

Heart-Centered Marketing for the Integrative Health Practitioner
Evie Caprel, CHTP, WC, FT
This session opens the possibility of a new perspective and new way of “being” about marketing. You’ll be able to take this fresh outlook and create an innovative future for you and your business. The foundation of this workshop begins with a deep understanding of the compassion for and dedication you have for your patients and clients. You’ll discover how to incorporate service into your marketing, resulting in an authentic message and way of being. This program includes developing a heart-centered marketing plan, grassroots marketing techniques, and an overview of social media, how to use it effectively, and which is best for you.

Worksite Academy

Leveraging Well-Being to Create a World-Class Culture
Rosie Ward, PhD, MPH, MCHES
How long is this “flavor of the month” going to last? Unfortunately, this is what many employees think when new wellness programs are introduced. Too often, well-intended programs end up having unintended, negative consequences. Our world is fundamentally different than just a few years ago, so our approach to individual and organizational well-being also has to change. We need to focus on sustainability by broadening our scope to create a world-class culture, including improving the workplace culture and environment to support ALL areas of well-being. This session will provide greater clarity for how organizations can create a world-class culture and practical examples of how to support each area of well-being as part of culture improvement efforts.

Breakout Sessions, 8:45 a.m. – 10 a.m.

Deeper Listening Through Mindfulness
Kim Allen, CWP
Are you a good listener? Being heard is a powerful experience. It provides a deep connection where the speaker is able to fully open up and communicate. When someone is really listening, they offer a safe space for the speaker to explore new ideas and actions. Most of our day-to-day conversations are superficial downloads of information. The focus is often more about the telling side than the listening side. Listening skills can be cultivated and practiced. Want to learn some practical tools for being present in your conversations? This session is geared toward coaches, teachers, and therapists—anyone who wants to cultivate deeper communication!

Revealing the Secrets and Strategies to a Successful Wellness Coaching Business
Brad Cooper, MSPT, MTC, ATC, MBA, CWC
You have a passion for health and wellness. You have either already started your own independent wellness business or you’re preparing to do so. But are you really ready? Do you know how to build a real business? Do you understand the critical financial metrics involved? Do you have the key tools and resources needed for long-term success? During the program, we’ll provide ideas around the tools and resources needed to be successful, alert you about common mistakes you’ll want to avoid, and provide a variety of tips that will help you get started on the right foot (or tweak your current strategy if you’re already in the business).

Motivational Interviewing: An Update on the Counseling Style That Has Become the Evidence-Based Standard for Helping Clients Change Unwanted Behaviors
Bill Gaertner, MD, MS
You have probably heard and read about Motivational Interviewing (MI). You may even be using it in your work coaching, or otherwise helping people to change unhealthy behaviors. That’s because in the 30+ years since its inception, it has been cited in 25,000+ articles, and used in 200+ published randomized clinical trials in the areas of coaching and helping people change behaviors and even attitudes. MI has become the “Gold Standard” of health behavior change because it is evidence-based, fits well with providers pre-existing attitudes and skills and is easily conceptualized.
Improving Childhood Health and Development through Exposure to Nature and Outdoor Activity
Melanie Hintz, MS

Obesity is quickly becoming the number one health concern for children. Outdoor play provides a fun activity for children, while promoting exercise and healthy habits at the same time. There are other advantages as well for children spending time in the great outdoors and reconnecting with the natural environment, particularly for mental and emotional health. This breakout session explores the relationship between children and nature. We will discuss the current state of children’s health, how exposure to nature and outdoor activity can profoundly and positively impact childhood health and well-being, and what we as health and wellness professionals can do to promote outdoor play. It seems simple, as often the best solutions are.

Focusing and Thriving in a Busy World
Michael Thomas Sunnarborg, MS, CWC

Based on his book 21 Days to Better Balance, Michael uses the three-step process of awareness, alignment, and activation designed to gently shift your perspective, remove barriers, and help you find better balance in your mind, body, and spirit. During this session you will learn about new habits and perspectives of thought that will help to keep you moving in the direction of a more balanced life. Participation in this session includes the discussion of new perspectives and insights about the mind, body, spirit connection as well as simple tools for developing a Balance Plan. This plan can be applied to any aspect of your life in which you’d like to find better balance. This session is informative, interesting, and inspirational.

Ergonomics for the Health Promotion and Wellness Professional
Andrew Wood, MS, PT

Many health promotion professionals have arbitrarily been assigned the role of “ergonomics” in an effort to decrease or eliminate expensive musculoskeletal injuries in the workplace. This seemingly confusing pairing is actually a logical combination given the fact that many risk factors for musculoskeletal disorders are the same as the lifestyle risk factors for cardiovascular disease and obesity. By definition, ergonomics is the science of designing tasks and equipment to be compatible with the characteristics of the human body. In the last several years, the more effective ergonomic programs have included behavior components of wellness. The purpose of this breakout session is to discuss inclusion of ergonomics in the office and manufacturing environments, linking the behavior-based efforts of wellness to increase productivity and reduce workers

Breakout Sessions, 10:15 a.m. – 11:30 a.m.

Worldwide Wellness: Presentations and Interactions with Wellness Practitioners from Around the World
Facilitators: Robert Boyd, OAM, FACHPER, LMQFHA, S&LLC, CWP, CWPD, and John Munson, PhD, CWP

Wellness is a worldwide concept. This is an opportunity for NWC participants to be informed of and give input about wellness ideas, issues, concepts, and programs underway or planned in nations around the world. Wellness practitioners in countries other than the United States will share their knowledge and information about wellness initiatives in their part of the globe. To become a truly global movement, wellness must be seen and promoted as a culturally sensitive paradigm that is universally acceptable to all people of the world. Facilitated by members of the NWI International Wellness Committee, this session will include formal presentations, “one-slide” talks, and audience participation in “Growing Wellness Internationally” discussions. A primary area of interest to members of the International Committee is an emphasis on programs, topics, and skills that boost quality of life. We all have much to learn from each other no matter where we call home. Presentations during this session include: “Using a Technology-based Physical Activity Monitor to Encourage Adults to Reduce Sedentary Behavior: A 4-week Randomized Controlled Trial” by Faisal Awad Barwais, B.Sc. M.Sc., PhD candidate, Australia/Saudi Arabia, and an additional presentation to be announced.

Plant Empowered: Using Plant-Based Nutrition to Prevent and Reverse Chronic Conditions
Sara Armstrong, MS, RN, CWP

A plant-based diet has proven to be a powerfully simple way to promote health and reverse disease. Attend this presentation to learn more about the evidence that supports the health benefits of avoiding or minimizing the consumption of animal products. Together, we will explore how plant-based diets have been shown to prevent and reverse chronic conditions such as cancer, type 2 diabetes, and coronary artery disease. We will learn how to develop a healthy plant-based plan for our clients and ourselves. Recommended foods, ideas for meat-substitutes, and favorite recipes will be shared. Finally, we will discuss how to individualize a plan that will work for anyone interested in healthier eating.
Successful Statewide Collaboration and Coordination: “Living Well” and “Stepping On,” Two Healthy Aging Programs
Jill Ballard, MPH, CHES, and Valeree Lecey
Wisconsin has a strong statewide infrastructure to deliver and support evidence-based prevention programs for older adults, including Stanford’s CDSMP program, known as “Living Well with Chronic Conditions” and “Stepping On,” a falls prevention program. These workshops empower older adults to learn about and adopt healthy behaviors that reduce their risk for chronic conditions and disability, improve self-management of their health, reduce their risk for falls, and increase quality of life. Through the commitment of the Aging Network and its partners, the infrastructure allows for effective implementation, dissemination, evaluation, and sustainability for these effective evidence-based programs. This session will explore not only the coordination of these programs, but also the reasons why they have been so effective in improving the health of older adults.

Using Hypnotic Techniques to Increase Success with Clients
Jane Govoni, BCH, CI
During this breakout session, learn how hypnosis is a scientific, evidence-based treatment that can help clients to change habits and become more confident, and reduce stress. Receive the effective intake form the presenter has created to quickly understand her client's belief system. Discover techniques used to eliminate habits, change thoughts, and melt away stress. There will be a question and answer time where you can bring coaching questions and the presenter will share her viewpoint as a hypno-coach. A hypnosis demonstration will be included in this breakout session, as well as creative visualization for everyone.

And Now the Week is Over
Sandy Queen
As you leave here this week, you leave with a mixture of feelings and attitudes—some very different than the ones you arrived with! Part of being here during this conference is not only participating in the information-giving workshops, but also it is often in re-connecting with parts of ourselves that may seldom be tapped into in our daily lives. This is the true experience of the National Wellness Conference. Unfortunately, these are more difficult to describe than the latest statistics on calories and global warming. This is what this session is about: looking at what this week has meant to each of us as we prepare to re-enter the lives we live for the next 51 weeks until the NWC rolls around again. This session provides the opportunity to listen to, and share with, other participants, as the group looks at the effects the NWC has had on our lives. Thank you for being here. All of us who have been part of this conference for the past years hope your experiences here have helped you understand wellness on a new level, and that the memories of this week and the information gained will encourage and challenge you as you continue on your wellness journey.