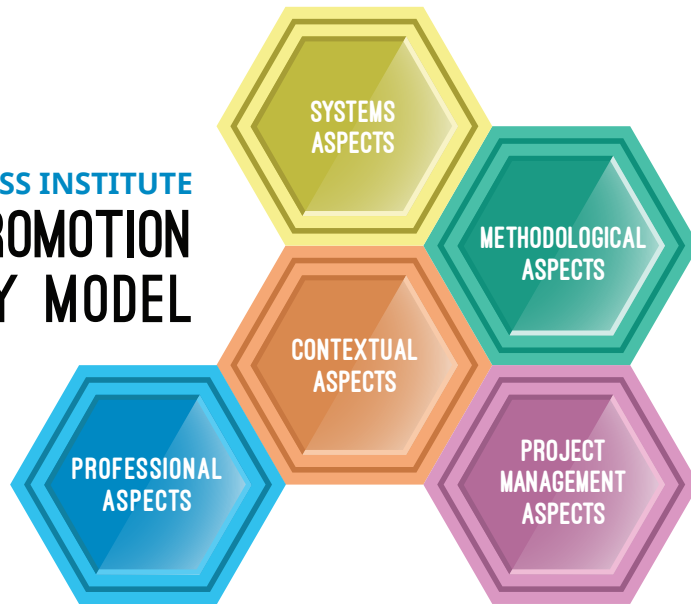


NATIONAL WELLNESS INSTITUTE WELLNESS PROMOTION COMPETENCY MODEL



Domain 1

> SYSTEMS ASPECTS:

focuses on the inter-relationship between elements within a system at the body, organization, community, or global level

1a. Utilize an ecological approach (e.g., interactions among the individual, family, organization, community, and social systems) to understand the ways dynamic systems impact an individual's experience of wellness

1b. Apply relevant theories and models to explain the integrated role of physical, social, intellectual, emotional, occupational, and spiritual aspects in the human pursuit and experience of wellness throughout the lifespan

1c. Recognize the influence of organizational development, leadership, and culture on individual wellness

1d. Establish collaborative relationships within and across key stakeholders and interdisciplinary teams to promote sustainable health and wellness practices that meet long-term personal, organizational, and/or community goals

1e. Recognize one's own limitations in wellness promotion and refer clients to other professionals when appropriate to support the individual's wellness goals

Domain 2

> METHODOLOGICAL ASPECTS:

focuses on the technical aspects of promoting wellness such as building relationships, implementing evidence-based strategies, and providing education

2a. Establish authentic and autonomy-supportive relationships with clients

2b. Utilize appropriate techniques, such as strengths-based, humanistic, and cognitive-behavioral, to encourage active client participation in their wellness journey

2c. Adopt person-centered communication practices with clients, recognizing the influence of personal and cultural values and beliefs in the communicative process and taking into consideration factors such as age, socioeconomic status, spiritual beliefs, and health literacy

2d. Identify health and wellness resources and materials that lead to client self-discovery, self-knowledge, and self-direction

2e. Provide evidence-based information appropriate to developmental level, health literacy level, learning needs, learning readiness, and cultural values and beliefs to educate clients and the public about health promotion and wellness

Domain 3

> PROFESSIONAL ASPECTS:

focuses on standards that maintain professionalism within the wellness profession

3a. Maintain ethical practitioner-client relationships

3b. Comply with legal standards for confidentiality, program compliance, and mandated reporting

3c. Practice in accordance with the limits of scope of practice and code of conduct

3d. Demonstrate commitment to self-care by modeling healthy lifestyle practices in multiple dimensions of wellness

3e. Engage in ongoing reflection of competence and professional development to expand personal learning and growth in multiple dimensions of wellness

NATIONAL WELLNESS INSTITUTE

WELLNESS PROMOTION

COMPETENCY MODEL

Domain 4

> **PROJECT MANAGEMENT ASPECTS:** focuses on logistics such as designing programs, marketing, evaluation, and other components needed to complete and deliver a wellness program

4a. Utilize participatory, humanistic, and strengths-based processes to design programs that meet the objectives and outcomes established by key stakeholders

4b. Use quantitative and qualitative data to continually evaluate the quality and effectiveness of programs in meeting established objectives and outcomes

4c. Communicate results to key stakeholders using quantitative and qualitative data

4d. Use available media and technologies to appropriately support and manage wellness programs, recognizing that different clients may need different tools or modalities

4e. Promote wellness programs utilizing appropriate communications media and technologies that attend to the health literacy abilities of the target population(s)

4f. Articulate to key stakeholders the value of wellness to the individual and the organization's mission, purpose, and strategic plan

Domain 5

> **CONTEXTUAL ASPECTS:** focuses on understanding the unique circumstances and settings of an individual or group in the context of wellness promotion

5a. Assess individual or group interests and needs using a multi-dimensional and ecological approach

5b. Assist clients in identifying the barriers or resistance to change that are interrupting their ability to integrate wellness-promoting behaviors into their lives

5c. Elicit client's strengths, concerns, and values using a person-centered approach to inquiry that includes active listening to help set appropriate wellness goals and strategies

5d. Adapt wellness strategies to fit individual, geographical and cultural needs, thereby acknowledging there are no universally correct models or processes

5e. Demonstrate compassion, integrity, and respect to diverse individuals and groups, including but not limited to diversity in sex, age, culture, race, ethnicity, disabilities, body-size, sexual orientation, gender, and gender presentation

5f. Practice self-awareness and self-regulation to minimize the effects of personal biases in working with diverse clients and constituencies

5g. Practice cultural competence, recognizing the dynamics of oppression and privilege on the individual's lived experiences