

NWI Worksite Wellness Specialist Certificate Program

Course Content & Objectives

COURSE DESCRIPTION

Participants in the NWI Worksite Wellness Specialist (CWWS) certificate program gain the knowledge, skills, and tools to assist them in creating and sustaining a culture of wellness within an organization. The comprehensive curriculum provides participants with knowledge and skills to build the business case for wellness, create and sustain a culture of wellness, and drive and measure employee engagement.

OVERALL COURSE OBJECTIVES

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

1. identify the components of a comprehensive worksite wellness program and explain its business rationale;
2. describe the value and attributes of foundational concepts and practices (leadership, policies, benefits, incentives, environmental supports, communication, and evaluation) in creating a sound and sustainable program plan/model; and
3. apply basic principles and approaches to designing a comprehensive worksite wellness program based on a population health model.

MODULE OBJECTIVES

Module 1: Foundations, Part A: Building the Business Case

Participants will be able to:

- outline the significant transitions of worksite wellness.
- explain the connection between employee health and business strategy.
- describe key drivers for corporate investment in wellness and health initiatives
- identify key challenges.

Module 2: Foundations: Population Health and Wellness Management

Participants will be able to:

- explain the importance of having an integrated, comprehensive approach to employee health/wellness.
- identify best-practice design elements and practices.
- identify tools for assessing a population and collecting data.
- outline a population health management model.
- describe how to apply a program planning model.

Module 3: Creating and Sustaining a Culture of Wellness, Part A: Culture and Leadership

Participants will be able to:

- describe the business case for building a culture of wellness.
- define culture and climate and their role in healthy worksites
- identify the categories and building blocks of culture
- recognize the relationship between employee engagement and culture of wellness.
- explain the components of a total leadership model.
- Identify common ways to gain and maintain leadership support.

Module 4: Creating and Sustaining a Culture of Wellness, Part B: Environment & Policies

Participants will be able to:

- identify how opportunity influences health choices.
- recognize environmental assessment tools.
- explain how social networks harness cultural and behavioral change.
- describe steps to writing a wellness policy
- explain basic steps to changing policies and the worksite environment.

Module 5: Creating and Sustaining a Culture of Wellness, Part C: Benefits and Incentives

Participants will be able to:

- explain the need for integration of wellness into benefits design.
- describe value-based benefit design and its integration with wellness interventions.
- define the types of incentives.
- describe the steps to designing an incentive program.
- describe the incentive-based wellness programs as defined by the ACA.
- identify ACA wellness regulation resources.

Module 6: Driving and Measuring Employee Engagement, Part A: Communications

Participants will be able to:

- explain the different uses of communications in worksite health and wellness programs.
- explain the importance of conducting a communications audit.
- identify the value and importance of creating a unique brand.
- describe social marketing concepts.
- explain “communications mix” and its application to programming.
- outline the essential steps of strategic planning for communications.

Module 7: Driving and Measuring Employee Engagement, Part B: Primary Prevention, Risk Reduction, and Special Programming

Participants will be able to:

- explain how primary prevention and risk reduction “fits” within the risk avoidance/well-being and risk reduction levels of the Planning Pyramid.
- identify common program elements for risk avoidance/well-being and risk reduction.
- identify common assessment tools for segmenting and targeting a population.
- define key data sources for establishing program goals and objectives, and measuring results.
- explain the business case for assisting individuals in becoming actively engaged in their own healthcare decisions.

Module 8: Driving and Measuring Employee Engagement, Part C: Evaluation

Participants will be able to:

- describe the evaluation process and its key components.
- explain the evaluation matrix and its application.
- explain applicable evaluation terminology and techniques.
- identify the difference between participation and engagement.
- use evaluation results to guide quality improvement efforts.
- identify key approaches for reporting program results to stakeholders.