

Certified Chiropractic Wellness Specialist Course
Certification by the National Wellness Institute
4 modules with total of 40 hours of class time

Objective: to enable attendees to integrate principles of health behavior, wellness coaching, health promotion and disease prevention into their current practice. Attendees will be able to return to their offices on Monday morning and apply information from this seminar that will increase their ability to help patients or clients improve their health and wellness. Certification by the National Wellness Institute demonstrates that attendees have acquired appropriate knowledge and skills related to wellness/health promotion programs in a variety of settings.

Target audience: licensed DCs, chiropractic students trimester 5 and higher

Module I: Principles of Health Promotion and Disease Prevention (Dr. Evans 10 total hours)

- I. Introduction to principles of health promotion and prevention (1 hour)
 - Definition of terms used in wellness and health promotion
 - Overview of concepts including key health behavioral theories
 - Overview of program
- II. Epidemiology of wellness, health promotion and prevention (2 hours)
 - Epidemiology: definitions and concepts
 - Phases of prevention and continuum of wellness
 - Epidemiology of chronic disease and disability
- III. Using the evidence base of wellness, health promotion and prevention (2 hours)
 - Evidence-based practice: definitions, models and tools
 - Literature searching
 - Evaluating the literature and websites
 - How to use the evidence in your practice
- IV. Principles of health behavior and value expectancy and planning theory (2 hours)
- V. Practical applications with an Ecological Framework (2 hours)
 - Community setting
 - Institutional setting
 - Private practice setting
 - Worksite setting
- VI. Discussion of projects (1 hour)
 - Capstone project comprised of paper and PowerPoint presentation targeting a specific health promotion topic and population, suitable for use in each attendee's local community.
 - Due on date of Module 4; selected presentations will be given in class at that time.

Module 2: Principles and Applications of Wellness Coaching (Dr. Hawk 10 hours)

I. Introduction to Wellness Coaching (2 hours)

- What coaching is, and what it isn't
- Background of coaching
- Wellness coaching in the context of chiropractic practice
- Integrating with national health promotion initiatives

II. Principles of Health Behavior and Counseling Psychology Used in Coaching (2 hours)

- Review of Module 1 health behavior theories
- Transtheoretical Model
- Motivational Interviewing
- Positive psychology

III. The Wellness Assessment Process (2 hours)

- How to use online resources
- Screening procedures and schedules
- Principles of measurement
- Evaluation and outcomes assessment

IV. Practicing Health Promotion and Prevention: key topics (3 hrs)

- Injury prevention and control
- Physical activity and weight management
- Diet and nutrition
- Stress management
- Smoking cessation and substance abuse

V. Discussion of projects and tips on making community presentations (1 hour)

Module 3: Worksite Wellness (Dr. Perko 10 Hours)

I. Evolution and Science-base of Worksite Health Promotion (WHP) (2 hours)

- Brief overview of history of WHP
- State of the art in WHP evaluation outcome research
- Coaching and advising employees

II. Benchmarks of America's Healthiest Companies - The 7 C's of Worksite Health Promotion (2 hours)

- Comprehensive overview of 7 quality indicators that represent the formative planning process involved in establishing WHP programs in worksites.
 - a. Content will focus on results based programs –Vs.- activity based.
 - b. Examples from national surveys as well as practical case studies will be presented.
 - c. Hands-on materials will help complement the presentation.

III. The Coming Storm – Trends That Will Radically Change How Health is Perceived in America (2 hours)

- In depth examination of trends that will affect health and health indicators over the next 25 years.

IV. The Great Equalizer – Evaluating WHP Programs: (2 hours)

- How evaluation should be used to legitimize an investment in WHP.
- 8 levels of evaluation will be presented.

V. Summary and review, preparation for projects (2 hours)

Module 4: Practical Applications of Wellness Coaching/Counseling for Key Topics (Dr. Evans and/ or Dr. Hawk) (10 hours)

I. Preparing your practice for wellness (Dr. Evans) (2 hours)

- Health communications
- A systems approach to wellness
- The new Medicare Annual Wellness Visit Exam (2011)

II. Practical application of tobacco cessation and substance abuse counseling (Dr. Evans) (1 hour)

- How to use the “5 A’s” and “5 R’s” of tobacco counseling
- Resources to assist tobacco users quit

III. Practical application of worksite wellness concepts (Dr. Evans or Hawk) (1 hour)

- Potential partners in the community

IV. Practical application of diet and nutrition counseling for health weight (Dr. Hawk or Evans) (1 hour)

- Interactive case study: diagnosis and nutritional counseling as part of the chiropractic care plan for a diabetic patient

V. Practical application of weight management, including physical activity (Dr. Hawk/ Evans) (1 hour)

- Developing a care plan for patients with spine-related pain complicated by obesity
- Interactive case study: weight management as part of the chiropractic care plan for an obese patient with diabetes and low back pain

VI. Practical application of stress management (Dr. Hawk/ Evans) (1 hour)

- Step-by-step guide to assessing stress and identifying appropriate stress management strategies
- Interactive case study: stress management as part of the chiropractic care plan for an older adult patient with hypertension, obesity and arthritis

- VII. Presentations on health promotion topics to specific community groups (selected from capstone projects by attendees seeking credential) (3 hours)—examples:
- Presentation for a program integrating chiropractic care into a corporate wellness program
 - Presentation to a group of high school physical education teachers and coaches of injury prevention strategies for young athletes
 - Presentation to a senior center on fall prevention