



ACTIVATE
2023 | NATIONAL WELLNESS CONFERENCE

Activate to Elevate

Day 3 General Session



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THE 5 E's TO ELEVATE WELLNESS

Empathy

Engagement

Equity

Environment

Ethics

ALIGNING THE 5 E'S



- How are the Five E's tied to the NWI Wellness Promotion Competency Model?
- Why does this matter?

Empathy

Engagement

Equity

Environment

Ethics

EMPATHY



Empathy provides the foundation to being authentic and self-aware, which is particularly important when helping others to cultivate change in their wellness.

ENVIRONMENT



The environment is a system that influences our wellness individually, all the way to the community level. It is a foundational element in how NWI defines and supports wellness: “Wellness is functioning optimally in your current environment.”

EQUITY



Equity is at the foundation of inclusive and responsive practices. It goes beyond providing equal access to wellness, and intentionally considers how to reach people where they are.

ENGAGEMENT



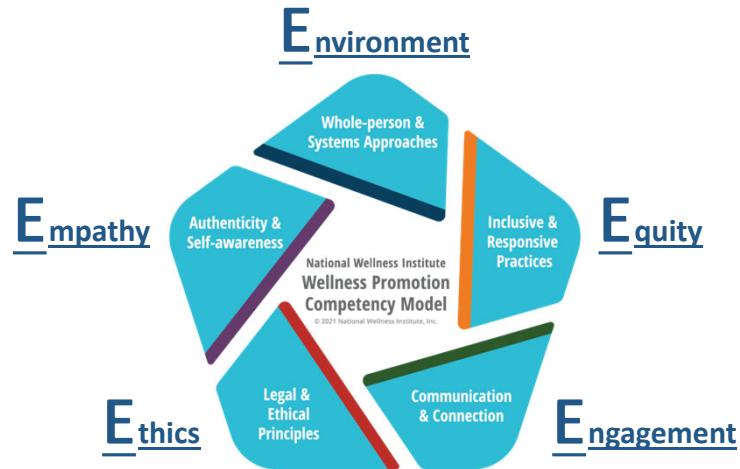
Engagement is an important part of getting people involved and measuring how positive change can influence those engaged in wellness initiatives.

ETHICS



Ethics plays a strong role in the many hats wellness professionals wear and supports strategies for legal compliance and safety within wellness initiatives for individuals and groups.

EXPLORING THE 5 E'S



EMPATHY

Michel Mariscal, PhD

Introduction

- What do we mean by “empathy”?
- Why does it matter and why is it an important consideration for wellness professionals?

Small Group Discussion Prompt

- How can we integrate approaches incorporating empathy to activate well-being in others and elevate the wellness profession?

ENGAGEMENT

LaBarron Burwell, MSA, MHFA, CWP

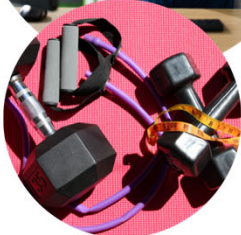
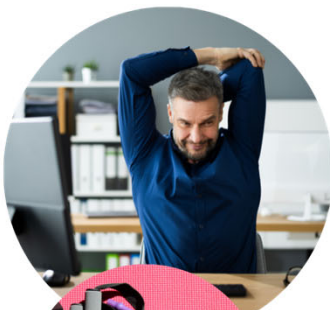
Introduction

- What do we mean by “engagement”?
- What impact does it have on well-being?

Small Group Discussion Prompt

- How do you get more engagement (or enhance engagement)?
- Once you have engagement, how do you elevate well-being?

15-MINUTE BREAK & ROTATION



EQUITY

Rikki Gilmore-Byrd, DrPH, MS, CHES, NBC-HWC, CWP

Introduction

- What do we mean by “equity”?
- What is the difference between equity and equality?
- Why is it important for wellness professionals to consider equity?

Small Group Discussion Prompt

- What are some challenges practitioners in wellness face in promoting equity?
- How can we measure the impact of equity initiatives in the wellness field?
- What are some resources available to help wellness professionals promote equity?

ENVIRONMENT

Ruby Brown-Herring, MEd, BSW

Introduction:

- What do we mean by “environment”?
- Why does it matter and why is it important for wellness professionals to consider the environment / people’s environments?

Small Group Discussion Prompt

- How can we activate key features of various environments to activate well-being and elevate the wellness profession?

ETHICS

Brian Krolczyk, PhD, NBC-HWC

Introduction

- What do we mean by “ethics”?
- Why does it matter and why is it an important consideration for wellness professionals?

Small Group Discussion Prompt

- How can activating ethics elevate the profession and enhance our own and others’ well-being?

ELEVATE

Considering the 5 E’s, respond to one (or more) of these prompts:

- What am I going to stop doing?
- What am I going to start doing?
- What am I going to do more of?
- What moved me at this conference?
- I want to remember to...
- I will activate by...
- I will elevate by...

Empathy

Enagagment

Equity

Environment

Ethics



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**You are ready to
ACTIVATE TO ELEVATE!**



NationalWellness.org

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