

**FOUNDATION FOR  
WELLNESS  
CERTIFICATE  
COURSE**



**Take this course and you will develop** a fundamental understanding of wellness curricula with scientific-based evidence and strategies that help you build successful programs and a robust wellness culture in your organization.



# Why ICAA Education

At ICAA Education we believe that wellness should be the number one consideration for any organization that wants to instill a robust culture and thriving community within its walls, and beyond.

**The challenge:** Wellness means different things to different people. Why is this an issue? According to a 2019 survey conducted by ICAA, 92% of organizations in the active aging industry believe it is very or extremely important that all staff in every department support wellness. However, only 34% of organizations are very or extremely effective in getting staff in all departments to support wellness. This gap, between importance and effectiveness, is why ICAA Education certificate courses are laser-focused on helping you to build a foundation for wellness within your organization.

**The opportunity:** 73% of organizations believe the ability to stay relevant in a changing industry is a direct result of incorporating wellness into their daily service programs.

**The solution:** ICAA certificate courses are laser-focused on increasing the knowledge and skills needed to strengthen individual wellbeing and build a wellness culture within an organization. These courses are instrumental in developing proficient leaders in wellness management who can foster successful cross-collaboration among all departments and deliver effective initiatives in the pursuit of high-level wellness.

By enrolling in an ICAA course you are making a bold statement that you believe in wellness, and that your organization supports the future of your staff and the people they work with.

# Course overview

This innovative course covers the foundational concepts and cutting-edge research necessary to improve life within each of the seven dimensions of wellness. More and more businesses are taking the opportunity to offer wellness products, programming, environments, and services dedicated to meeting the needs and desires of the escalating aging population. Therefore, creating lifestyle opportunities focused on these seven dimensions of wellness is one of the most important cultural changes affecting our entire economy. Across the U.S. and throughout the world, businesses and communities are rebuilding and creating facilities and developing programs designed to support the growing wellness industry. As a result, facilitators of this movement are needed more than ever.

This unique course is designed for anyone interested in improving the health and wellbeing of older adults—as well as individuals working rigorously to create an inclusive wellness culture at their organization. Professionals who are new to their roles in health care, wellness, fitness, recreation, and aging, and those individuals looking for ways to understand and support their organization's wellness initiatives, will benefit from acquiring the knowledge and tools provided in this course. In addition, Health Care Professionals such as Physical Therapists, Occupational Therapists, Speech Therapists, Nurses, as well as those directly involved in helping people attain and maintain a healthy lifestyle, will learn what is needed to

successfully implement a vibrant and results-oriented wellness programs. Also, administrators and management professionals will gain valuable insights that will help them understand and advocate for wellness in their organization and beyond.

**Important:** ICAA Education is committed to supporting the educational needs of professionals working in active-aging and wellness. Elevating the knowledge, skills, and abilities of these professionals will help to improve the lives of all living and working in wellness and aging. ICAA's Foundation for Wellness is an ideal way to meet the needs of professionals working in a fast-paced and growing wellness industry.

# What you should know

While the topic of “living well” and implementing a healthy lifestyle has long been an aspiration for most of the population, there isn’t much training on the market about how to practically achieve these goals. The ICAA’s Foundation for Wellness course enables participants to obtain and utilize groundbreaking curricula to achieve these goals within a forward-thinking organization. If you have a desire to design and run a successful wellness program at your facility or organization, then you must understand the major principles and content of wellness.

help you develop new ideas and strategies and how to implement them successfully; while creating and building effective wellness programs that help your residents/members live their very best lives.

The purpose of the ICAA’s Foundation for Wellness course is to help you understand the seven dimensions of wellness, discover best practices for wellness activities, and learn essential wellness concepts based on scientific evidence.

Enrolling in ICAA’s Foundation for Wellness allows participants to learn about the seven dimensions of wellness, which is the heart of the holistic, total approach to achieving wellness. This course will



# Who should take this course

This course has been intricately developed for Wellness Professionals and anyone who is interested in supporting the advanced wellness culture and programming within their organization. More specifically, this course is for those individuals who are interested in refreshing or expanding their wellness knowledge with ICAA content and evidenced-based activities—as well as those who are new to the field and want to learn the fundamental concepts instrumental to wellness success. This course also benefits those administrators who support wellness programming and want to learn more ways to enhance a thriving wellness culture.

**ICAA's Foundation for Wellness** is an ideal way to meet the needs of professionals working in a fast-paced and growing wellness industry. The people who sign up to take this course are like-minded individuals who believe wholeheartedly in the mandate that helping others improve their well-being and daily wellness practices will encourage a more beneficial lifestyle for adults as a whole. The following is a list of professionals who align perfectly with the mission of this course. If you are on this list, you should

take ICAA's Foundation for Wellness certification course because the content was designed with you in mind.

## **Do you want to make a big impact? Is this you?**

- Wellness Directors
- Fitness Staff
- Activity Directors
- Program Managers in older adult programming
- Physical Therapists, Occupational Therapists, Recreational Therapists, Nurses
- Human Resources Personnel
- Upper-Level Administration and Management
- Students seeking careers in aging and older adult programming
- Anyone interested in the field of Wellness as a career

## **Why this course is for you**

This course is a must-have in your professional arsenal if you are a Wellness Professional who wants to ensure you are making a difference in the lives around you.

By enrolling in the Foundation for Wellness course you will:

- Gain an in-depth understanding of what wellness is, and why it is vital to your organization's success.
- Stay competitive and up-to-date in the wellness field
- Advance your career in wellness
- Become a leader in your company and in the wellness industry
- Learn valuable new knowledge, skills, and expertise in wellness
- Build a professional network and share ideas and resources
- Gain new methods to improve your programming, and ways to support the mission of your organization
- Become a fierce advocate of wellness.
- Support people to live their very best lives!

# Course expectations

The ICAA's Foundation for Wellness certification course provides you the vital wellness knowledge and skills upon which to establish or enhance your wellness culture.

Each module includes:

- Module objectives
- Definitions and general concepts on the subject
- Science and facts about the topic
- Case studies
- Actions for wellness
- Conclusion
- 10 question quiz
- A valuable reference list that can be used as resources in the future

Note: All participants will receive articles, examples, and videos which serve to reinforce the information in the module.

## Module topics

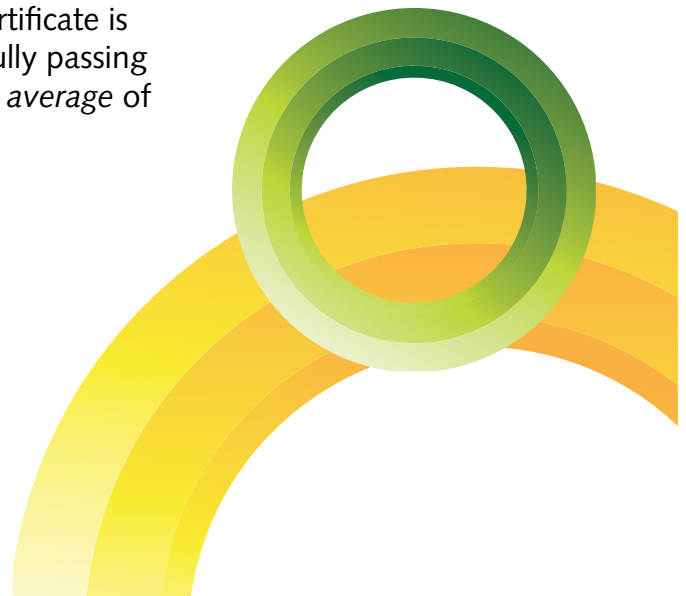
- Course introduction
- What is wellness?
- The physical dimension of wellness
- The social dimension of wellness
- The spiritual dimension of wellness
- The vocational dimension of wellness
- The environmental dimension of wellness
- The emotional dimension of wellness
- The intellectual dimension of wellness
- A clear and comprehensive vision of wellness

ICAA's Foundation for Wellness certificate is earned by demonstrating fundamental knowledge of wellness, including key information specific to the seven dimensions of wellness. This certificate is earned by successfully passing the quizzes with an average of 80% or higher.

## Continuing education units

ICAA offers Continuing Education Units (CEUs) for this course from a select number of accreditation providers. If your CEU provider is not listed on the ICAA website, please petition them directly. To earn CEUs, participants must pass the entire course and complete the course evaluation.

Note: The cost of CEUs will vary depending upon the specific organization. CEUs range from \$50-\$150. This fee covers costs charged by certifying agencies and is non-refundable. CEU fees must be submitted when you register for the course.



# Company support

People who embrace wellness as a part of intentional, everyday living demonstrate considerable benefits in all aspects of their lives. They live with purpose and are engaged in life. For instance, they are more optimistic and involved in their communities. For older adults, improved quality of life has been one of the most significant outcomes of practicing healthy living and wellness behaviors. Forward-thinking organizations

understand the current need to transition their organization to a wellness-based model—and they recognize the importance of establishing a holistic approach to improve life within the seven dimensions of wellness. Companies who want to pave the way for revolutionary change and transformation understand that improving wellness for older adults *will* lead to better living options—and a thriving population. Strengthening wellness knowledge will lead to a more profound commitment by staff to enhance lives but will also create a flourishing and prosperous organization.

## How much does ICAA's Foundation for Wellness cost?

ICAA members: \$449\*

Non-members: \$649

Note: ICAA Education offers a discount for multiple team members from the same company. Please contact us for more information: 866.335.9777



**SAVE  
UP TO  
\$200\***



# Frequently asked questions

## What will I learn by taking this course?

You will learn the importance of understanding wellness and developing a wellness vision, essential research-based content on the seven dimensions of wellness, essential wellness terminology, and wellness information based on science and best practices. Students will also learn how to develop a holistic wellness program and apply strategies to improve customers' quality of life.

## How long do I have to complete the course?

Although each module takes an average of 3-5 hours to complete, students have up to 20 weeks to complete the course. However, ICAA is flexible and willing to meet the timing needs of the individual student.

## Since this course is entirely online, what kind of support is there if I have a question?

Although the course is entirely online, students will be designated an official "Instructor of Record." This instructor has advanced education and experience in the active-aging and wellness industry. She/he will be available via email and phone to help you during regular business hours.

## What if I fall behind or cannot complete the course due to a major life event and wish to withdraw?

If you fall behind, have difficulty with the material, or feel you cannot complete the course due to a major life event, please notify your instructor and the ICAA staff immediately by email or phone. We are here to help you in any way possible.

The course withdrawal and refund policy is:

- **100% refund**, minus a \$50 processing fee, if requested 30 days or more before course start date;
- **50% refund**, minus a \$50 processing fee, if requested 14–29 days before the course start date;
- **25% refund**, minus a \$50 processing fee, 1–7 days after the course has begun.

There will be no refunds after Day 7 of the course. Days are counted consecutively and include weekends. *All requests must be in writing.* The tuition for this course is nonrefundable and nontransferable. You will be allowed to retake the course one time and will be charged a \$100 processing fee. You may only reschedule the course once.

## I am not an ICAA member—how do I register?

You may register without ICAA membership, however, there are excellent benefits by obtaining a membership. To learn more about ICAA memberships and to join, visit [www.icaa.cc](http://www.icaa.cc).



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