



# The Top 100 Health Promotion Professionals

## FULL JUDGING CRITERIA

### Introduction

Introductions must include the following information:

- Current Company
- Job Title
- Industry Type
- Years In The Field
- Organization Size

### Judging Criteria

Submissions must include answers to the following questions. Make sure that you try to answer each of the criterion below or it will be scored as incomplete:

#### 1. Professional Development (100 words or less).

Describe your investment in your own professional development.

- Education
- Certifications achieved
- Academic Honors received, awards won, recognition received (at the organizational, program, or individual level).
- What made you decide to go into the field?
- Which degree or certification out of those mentioned has been the most valuable to you in your career so far?

#### 2. Demonstrated Success (500 words or less). What major health promoting contributions have you made on behalf of your organization, your clients' organizations, community, etc. Provide specific examples and outcomes achieved.

- What did your most successful program/intervention address (e.g. lifestyle disease, physical inactivity, stress, presenteeism, etc)?
- What intervention worked best to address this issue?
- What were the specific outcomes of your intervention as they relate to each of the three outcomes categories below? Use specific numbers when possible.
  - Health status improvements (or cost savings)
  - Behavior change
  - Culture change
- Tell us how you've used all or a few of the **7 Benchmarks** (see appendix) to help design your interventions, measure out comes, measure your success, etc. Provide **specific** examples if applicable.

#### 3. Leadership (160 words or less). How have you served as a leader and role model in the Health Promotion industry? Make sure that your answer addresses the criterion below or it will be scored as incomplete:

- Describe specifically how you "walk the talk" by living a healthy lifestyle.
- What resources or experiences helped you achieve leadership status in your field?
- What advice would you give other wellness practitioners who are hoping to become leaders in the field?

#### 4. Innovation (150 words or less). Describe how you have lead or contributed to the advancement of the industry by implementing innovative solutions for total population health management and/or wellness programming.

- What have you done differently to generate better results? (List 1-5 things)
- For each innovative strategy or intervention listed, what were the results/outcomes as they relate to each of the three outcomes categories below? Use specific numbers when possible.
  - Health status improvements (or cost savings)
  - Behavior change
  - Culture change

#### 5. Compelling Vision (150 words or less). Describe your vision for the Health Promotion industry as a whole.

- What do you think are the biggest threats or opportunities that the health promotion industry faces throughout the next 5 years?
- In the next 5 years, what directions do you plan to pursue to advance the industry?

### Appendix

#### WELCOA's 7 Benchmarks

- Capturing CEO Support
- Creating Cohesive Wellness Teams
- Collecting Data To Drive Health Efforts
- Carefully Crafting An Operating Plan
- Choosing Appropriate Interventions
- Creating A Supportive Environment
- Carefully Evaluating Outcomes