



## 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 and Leadership (500 words or less).** Describe your investment in your own professional development as well as your investment in serving as a leader and role model in the Health Promotion industry.

- a. What made you decide to go into the field?
- b. Which degree or certification out of those mentioned has been the most valuable to you in your career so far?
- c. Describe specifically how you “walk the talk” by living a healthy lifestyle.
- d. What resources or experiences helped you achieve leadership status in your field?
- e. What advice would you give other wellness practitioners who are hoping to become leaders in the field?

**2. Success Stories and Innovation (500 words or less).** What major health promoting contributions have you made on behalf of your organization, client's organization, community, etc.? What major contributions have you made to the advancement of the industry through innovative solutions for total population health management or wellness programming.

- a. Please provide at least 1-2 specific examples and outcomes achieved for each.
  - i. Health status improvements (cost savings)
  - ii. Behavior Change
  - iii. Culture Change
- b. List 2-3 innovative solutions that you have implemented that have generated the best results. For each, what were the outcomes as they related to the three outcome categories below? Use specific numbers when possible.
  - i. Health status improvements (cost savings)
  - ii. Behavior Change
  - iii. Culture Change
- c. Tell us how you've designed your interventions or solutions and measured outcomes. Provide specific examples if possible.

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

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