



# Be Well Certified Trainer Program



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## About Us

### Be Well Co

#### Our Vision and Mission

Be Well Co is an entity of the South Australian Health and Medical Research Institute (SAHMRI), ranked number 40 in the world's top research institutes.

Our vision is a world where people are equipped with skills to build their mental health and grow through life's challenges.

Our work focuses on researching, developing and delivering products and services to help build the mental health of individuals, organisations and the wider community. We are unique in the field of wellbeing and mental health as a single provider with a proven track record and experience in offering wellbeing measurement, training and strategies for sustainable positive behaviour change which are underpinned by the latest scientific research.

We translate our research findings into psychological training programs that are:

- Easily applied and engaging
- Aimed at promoting positive, long term behavioural change
- Continually updated based on the latest evidence
- Integrated with wellbeing measurement to track progress

One way for us to achieve our vision is to provide opportunities for organisations and individuals to deliver the research based programs we have developed to their teams, clients and community, through licensing opportunities such as our Be Well Certified Trainer Program.



## Be Well Programs

Be Well Programs are a suite of mental health and wellbeing training offerings from Be Well Co.

Be Well Programs help you to better understand your own mental health and introduce you to tools and activities that are scientifically proven to improve your mental wellbeing. With three different formats on offer, all of which can be delivered as stand-alone programs or as a suite of training offerings that are accessible in person or online, there is flexibility to suit your needs.

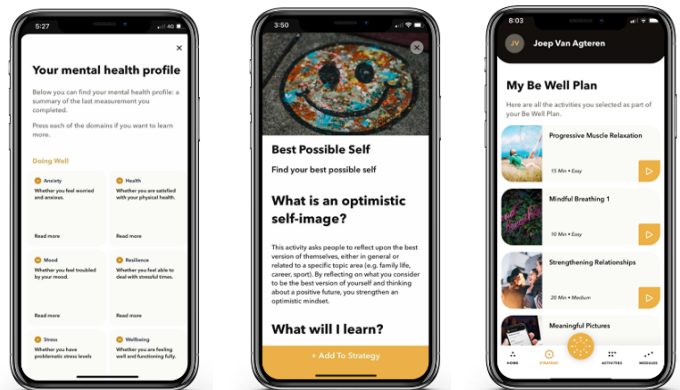
### Be Well Plan

The Be Well Plan provides you with the tools to develop a personalised mental health and wellbeing strategy tailored to your psychological health profile and your current life circumstances. You will walk away with a tailored plan comprising self-selected activities from a collection of evidence-based resources to help you deal with stress, build wellbeing and resilience and be your best possible self.

Be Well Plan is delivered over 5 weekly sessions x 2 hours each week.







## Be Well Foundations

Be Well Foundations introduces you to some of the key principles of the Be Well Plan and to the Be Well Technology. You will walk away with foundational knowledge of mental health and access to tools and activities that can improve your mental wellbeing.

## Be Well Masterclasses

Based on the Be Well Plan, Be Well Masterclasses are a series of 1-hour sessions that provide you with the opportunity to learn and apply key concepts in building mental health and wellbeing. Be Well Masterclasses help facilitate your continued learning and allow you to stay connected with the Be Well Technology.

Topics include:

- Character Strengths
- Defensiveness & Your Emotions
- Embedding Wellbeing Activities at Work
- Introduction to Psychosocial Hazards
- Managing Stress

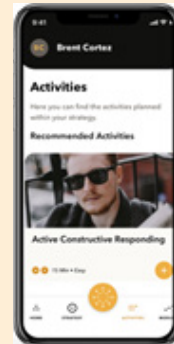
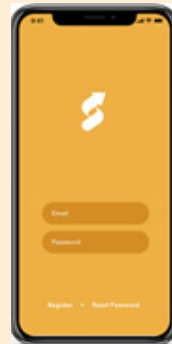
- Meaning & Purpose
- Mindfulness
- Psychological Flexibility
- Self-compassion
- Wellbeing for People Leaders

Further topics will be added in 2024.

## How can the suite of Be Well Programs be used together to improve mental health outcomes?

To help deliver sustainable positive changes in mental wellbeing, Be Well Co highly recommends that their Programs are delivered as a suite of offerings. The Be Well Plan and Be Well Foundations Programs will have optimal impact when they are followed by the delivery of ongoing monthly Be Well Masterclasses.





### Be Well Plan Evidence

Be Well Plan was developed by world leading wellbeing and mental health researchers from SAHMRI and Flinders University's Orama Institute for Mental Health and Wellbeing.

Drawing on the best available evidence from around the world, SAHMRI conducted a meta-analysis (a 'study of studies') including over 400 studies of psychological programs, to understand the most effective ways to improve mental wellbeing. This resulted in the activities presented in the Be Well Plan, which are available to you in an easy to apply format.

Be Well Plan was also informed by SAHMRI's experience over 7 years in delivering wellbeing and resilience programs to over 5,000 people from a wide range of backgrounds and experiences. Be Well Plan has been proven to be effective in three separate studies, including a 'Randomised Control Trial' (which is the gold-standard of testing).\*

### Be Well Technology

A unique feature of the Be Well Programs is their integration with technology.

#### Be Well Tracker

As a Be Well Program participant you will have the opportunity to take an online measure of your mental health and wellbeing using the Be Well Tracker. You will receive confidential insights into your mental health in 6 key areas: wellbeing, resilience, anxiety, stress, mood and health. The Be Well Tracker is available to you as a resource to track your mental wellbeing over time.

#### Be Well Plan Mobile App

The Be Well Plan App gives you access to tools and activities right in the palm of your hand to help you develop your own unique Be Well Plan to build your mental health.

\*Please note evaluation of Be Well Programs to date has been of the Be Well Plan. Be Well Foundations and Be Well Masterclasses are to be evaluated by SAHMRI, Flinders University and Be Well Co researches, with data on their effectiveness due to be available in 2024.

“The results are clear – Be Well Plan is proven to improve mental health outcomes including increasing wellbeing and resilience and reducing distress.”

SAHMRI evaluation of Be Well Plan

# Be Well Programs for your organisation

## Investing in the mental health of your people

The evidence is clear; organisations who invest in their people's mental health see positive returns. This includes improvements in productivity, improvements in relationships and in the ability of their people to cope with change.

The importance of looking after the physical health of your people is well recognised, investing in mental wellbeing is no different.

Global research, including SAHMRI's, very clearly shows that psychological and behavioural solutions like the Be Well Programs can improve the mental health of your people, with flow on effects to your business KPIs.



More productive and engaged team



Less absenteeism and injury claims



A return on investment up to 6:1



Improved client and team relationships

## Tackle a large invisible cost to your organisation

Our data shows that at any given time up to 2 in 3 of your people have low wellbeing or active distress. This includes up to 30% of people who have low wellbeing and are up to 8 times more likely to develop a mental illness in the future.

These people are often undetected by usual risk assessments and are not actively targeted by workplace interventions. Be Well Programs are proven to be effective in significantly improving mental health outcomes, particularly for people with low wellbeing.

SAHMRI review of global ROI literature

# Be Well Certified Trainer Program

Be Well Co is committed to building the mental health of individuals, organisations and the wider community. To enable us to achieve this objective and to help as many people as possible to improve their mental health, we have developed a licence model to enable individuals to deliver our Be Well Programs.

As a licensee you will undertake our rigorous Be Well Certified Trainer Program, which equips you with the skills and knowledge required to successfully deliver Be Well Programs. Whether you are part of an organisation, community group, a small business owner or sole trader, Be Well Co offers you the opportunity to become a licensee and deliver Be Well Programs either online or in-person within your own setting. See page 12 for further information on the licence model.

Why become a Be Well Certified Trainer?

As a Be Well Certified Trainer you will:

- Learn how to teach psychological skills and interventions in a practical, confident and engaging manner
- Gain deeper knowledge on evidence-based psychological principles and effective interventions
- Further develop your own wellbeing and resilience
- Join a passionate and stimulating network of wellbeing trainers, counsellors and coaches connected with SAHMRI, Be Well Co and Flinders University

As a Be Well Certified Trainer and Licensee you will have access to:

- Be Well Program training materials that are continuously updated based on the latest research
- Comprehensive resources to support you to prepare for and deliver Be Well Programs
- Scientific evidence on the effectiveness of the Be Well Programs to support your conversations with prospective clients

- A fully integrated wellbeing measurement tool and mobile app to help support Be Well Program participants
- Supporting collateral for marketing and business development
- Ongoing support from the Be Well Co team through regular Community of Practice sessions

Why invest in in-house Be Well Trainers in your organisation?

- In-house trainers understand the work environment and the unique challenges faced in your sector and can contextualise the Be Well Programs, making it more relevant and practical
- It is cost effective and makes the training sustainable over a long period
- It allows organisations to deliver Be Well Programs at scale
- Be Well Masterclasses provide in-house trainers with ongoing content which can be used flexibly and form part of your organisation's strategy to embed wellbeing practices

## Selection Criteria

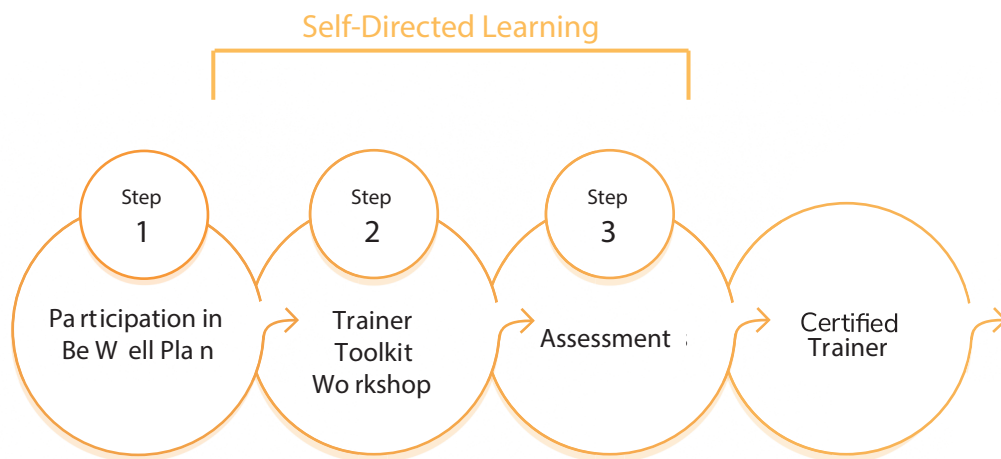
We are looking for people who are passionate about building their own mental health and wellbeing and who have a sense of community. As a successful Be Well Certified Trainer you will have great communication skills and a love of learning about psychological principles and interventions. It is not essential that you have prior knowledge of psychological interventions, but prior facilitation and/or training experience is highly desirable.

You may be an individual from an organisation looking to deliver a wellbeing program for your people, an individual looking to make a career change or a practising counsellor, coach or psychologist. We welcome everyone who is passionate about helping to build a mentally healthy society and who is enthusiastic about helping others to flourish.



## Be Well Certified Trainer Roadmap

There are four steps to becoming a Be Well Certified Trainer:



### Step 1 – Program Participation

We want the Be Well Plan to become a meaningful part of your mental wellbeing practice, which is why participation in the Be Well Plan is an essential prerequisite for the Certified Trainer Program. It is an opportunity for you to experience the Be Well Plan through the lens of a participant, gain knowledge and observe how the program is facilitated by our Be Well Master Trainers.

The Be Well Plan is Be Well Co's flagship program and forms the basis of Be Well Co's other offerings: Be Well Foundations and Be Well Masterclasses. The Certified Trainer Program focuses primarily on preparing you to deliver the Be Well Plan, which in turn equips you with the knowledge and skills to deliver the other Programs.

Please see our [website](#) for Be Well Plan dates and to register.

### Step 2 – Trainer Toolkit Workshop

After you have completed the Be Well Plan, you will attend a three-day workshop aimed at developing your facilitation skills and deepening your understanding of the Be Well Plan content and the psychological principles and interventions that underpin it.

On day 1 and 2 of the Trainer Toolkit Workshop, we cover the following:

#### Facilitation

Our Be Well Master Trainers share insights into:

- How to facilitate the Be Well Plan so that participants feel safe and willing to reflect and engage in the activities offered throughout the program
- How to be an engaging and motivating facilitator through modelling and story telling

- How to respond to participants in an empathetic manner using reflective statements

#### Be Well Plan Program Design

To give you a greater understanding of the design structure of the Be Well Plan, our research team will take you “behind the scenes” and share with you how intervention mapping was used to design the Be Well Plan and the intent of the psychological principles introduced in the program.

#### Be Well Plan Content

We delve deeper into the Be Well Plan, giving you an in depth understanding of the content and structure of the program session by session. You will be guided on how best to facilitate the various activities and how to use appropriate personal examples to demonstrate the application of the psychological principles.

During the Trainer Toolkit Workshop you will also be provided with more detailed information about your responsibilities as a Be Well Certified Trainer and the expectations of you throughout the certification process.

On day 3 of the Trainer Toolkit Workshop you will deliver (or ‘Teachback’) allocated sections of the program to our Be Well Master Trainers and your fellow Be Well Certified Trainer Program participants. You will receive feedback from the Master Trainers to help you to refine your knowledge and facilitation of the program.

Teachbacks also provide a valuable opportunity for you to listen to the content of Be Well Plan again from the perspective of a trainer and to observe and learn from the different delivery styles of other trainers in your Certified Trainer Program.

### Step 3: Assessments

To demonstrate your understanding of the intent, structure and content of the Be Well Plan, you will undergo three assessments:

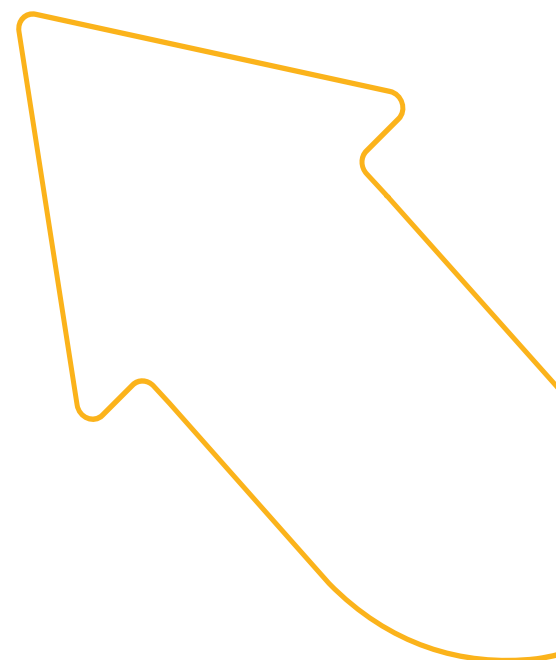
- Online Quiz
- Oral Assessment
- Observation

**Online Quiz:** an online quiz comprising multiple choice questions to test your understanding of the content of each of the 5 Be Well Plan sessions.

**Oral Assessment:** in an interview style setting, a Be Well Master Trainer will ask you a series of questions about the Be Well Plan aimed at assessing your understanding of the program, its structure and intent.

**Observation:** the final step of your assessment process is for our Be Well Master Trainers to observe a recording of you delivering a session of the Be Well Plan and to offer you further feedback. You will be required to gather a small group of 3 or more participants and deliver Session One of the Be Well Plan. This can be delivered online or in-person and must be completed no later than four weeks after you undertake your oral assessment.

When you have successfully completed all 3 steps, you will be required to sign a licence agreement. You are then formally qualified as a Be Well Certified Trainer and will have access to the necessary resources to market and deliver the Be Well Plan within your organisation, community or to your clients.



## Self-Directed Learning

In addition to the formal learning, an important part of your trainer roadmap is self-directed learning. You are required to spend time studying the materials to ensure you fully understand and are familiar with the content of the Be Well Plan and understand the fundamental psychological foundations that underpin it.

## Time Commitment

### Step 1: Program Participation (10 hours)

The Be Well Plan is a 10-hour program (5 x 2-hour weekly sessions), plus time between sessions to put your Be Well Plan into practice.

### Step 2: Trainer Toolkit Workshop (24 hours)

The Trainer Toolkit Workshop is a 3-day program that runs 9am to 5pm each day.

### Step 3: Assessment (4 hours)

#### Online quiz (1 hour)

The online quiz is available to you shortly after the Trainer Toolkit Workshop and you will have two weeks to complete the quiz in your own time. The average time it takes to complete the quiz is around 1 hour.

#### Oral assessment (1 hour)

The oral assessment will take around 45 minutes with 15 minutes allocated for questions.

#### Observation (2 hours)

Our Be Well Master Trainers will observe you delivering Session One of the Be Well Plan to a small group and will provide you with feedback.

Total of 38 hours.

In addition to this formal time commitment, you are required to do as much self-directed learning as required to ensure you have an excellent understanding of the Be Well Plan and are adequately prepared for each stage of the assessment process. Be Well Plan and Be Well Certified Trainer Program dates are available [here](#), please ensure you are available for all session dates and times before you commit to participate in the program.

## Be Well Certified Trainer Resources

Throughout the Be Well Certified Trainer Program, you will be provided with the relevant materials required to complete the certification stages including:

- Trainer Toolkit Workshop presentation slides and recordings
- Select PowerPoint presentations and training notes for you to present your Teachbacks
- Recommended further reading and research material on topics covered in the Be Well Plan

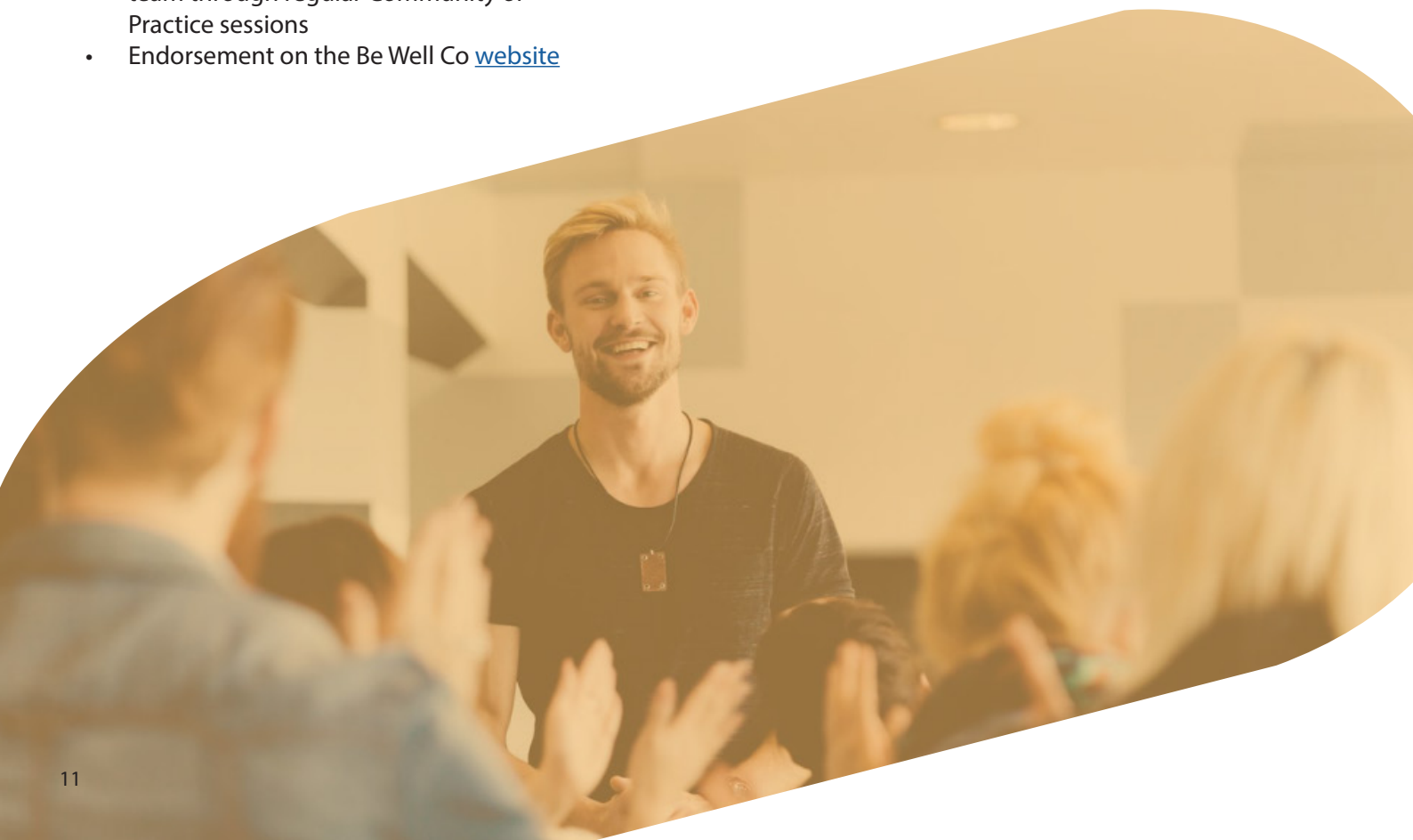
Once certified, licensed trainers will also be provided with:

- Detailed information about the administrative processes required to facilitate program delivery
- Business development and marketing collateral
- Sample participant communication templates
- Ongoing access to regularly revised Be Well Program training materials
- Access to the latest materials and programs as they are developed by Be Well Co
- Ongoing support from the Be Well Co team through regular Community of Practice sessions
- Endorsement on the Be Well Co [website](#)

## Annual Re-Certification

Be Well Certified Trainers will be required to meet the following criteria to be re-certified annually:

- A minimum of 20 hours of program delivery per annum, as detailed in the licence agreement
- Undertake regular professional development by attending at least one Community of Practice session offered by Be Well Co
- Pay an annual re-certification fee
- Agree to the terms and conditions of the licence agreement



# Be Well Certified Trainer Licence Model

Key features of the Be Well Certified Trainer Licence Model:

- The licence is valid for 12 months from the date Be Well Co notifies you that you have successfully completed the Be Well Certified Trainer Program
- To continue to deliver Be Well Programs you must meet annual re-certification criteria
- As a licenced trainer you can be part of an organisation or an independent business owner with your own client base
- Certification is personal to you and the licence is held and retained by you as an individual and not by an organisation, even if the licence fee is paid by your organisation on your behalf
- The licence cannot not be transferred to any other person or organisation
- Be Well Certified Trainers can deliver in any jurisdiction and set their own fees
- The licence allows 'live' delivery of the Be Well Programs (in person or online); they cannot be recorded and disseminated
- Only Be Well Co approved Be Well Master Trainers can train others to deliver Be Well Programs
- Licensees will be required to sign a licence agreement and abide by its terms and conditions

You will be provided with a sample licence agreement at the start of the program and will sign a personalised copy once you have completed the certification process. You are also required to sign a confidentiality agreement before you start the program.

## Fees

### Licence Fee

A once off fee of \$7,000 per person which includes:

- All training sessions, materials and resources to facilitate your participation in the Be Well Certified Trainer Program
- Access to the Be Well Plan App
- Access to the Be Well Tracker
- Support from the Be Well Co team throughout the Be Well Certified Trainer Program\*

The Licence Fee can be paid upfront or in two instalments (\$4,000 at the commencement of the Trainer Toolkit Workshop and \$3,000 upon certification).

\* if an individual trainer requires additional support from our Be Well Master Trainers other than that which is offered throughout the program, such as individual tailored coaching, additional fees will apply.

### Annual Re-certification Fee

An \$900 annual fee applies to retain certification.

### Technology & Content Fee

For each participant who undertakes a Be Well Program, you will be charged a fee of \$30 per participant.

This provides participants with access to our technology including the Be Well Tracker and the Be Well Plan App for 12 months, as well as access to Program materials. You will be invoiced for the Technology Access Fee bi-annually.

Provision of printed training materials for Be Well participants is at your own expense.

If you are part of an organisation and would like to discuss a quote for an organisational contract and fee structure, please get in touch - [hello@bewellco.io](mailto:hello@bewellco.io) to discuss our organisational programs. A discount may be available depending on the volume of participants.

Please note all fees are exclusive of GST.



## Next Steps

If you are ready to start the process to become a Be Well Certified Trainer, please click [here](#) to complete an Expression of Interest and one of our Be Well Master Trainers will be in touch.

If you have not yet participated in the Be Well Plan, please click [here](#) for program dates and to register. If you progress to the Be Well Certified Trainer Program, the cost of the Be Well Plan will be deducted from the \$7,000 licence fee. This amount is non-refundable if you do not proceed.

Please see [here](#) for Be Well Certified Trainer Program dates, noting that to participate in the program you must be available to attend ALL scheduled sessions.

