

**Members
save up
to \$500!**

Early registration
ends February 19.

36th Annual
ART & SCIENCE
of Health Promotion Conference

March 25-27, 2026

The Broadmoor | Colorado Springs, Colorado

Wired for Well-Being:

Advancing Health Promotion Through
Neuroscience and Whole-Person Health

Core Conference: March 25-27, 2026

Intensive Training Seminars: March 24, 2026

wellnessalliance.org/healthpromotion





36th Annual
ART & SCIENCE
of Health Promotion Conference

For 35 years, the Annual Art & Science of Health Promotion Conference has showcased evidence-based concepts and strategies, combined with practical applications, presented by a distinguished faculty of practitioners, scientists, and educators.

- Walk away with cutting edge, science-informed tools and knowledge.
- Gain practical strategies, templates, peer group models, coaching frameworks, and implementation plans you can use immediately.
- Get exposure to a broader perspective and new ideas of holistic health to incorporate into your practice.
- Engage with the latest research, presented by experienced practitioners to strengthen your credibility and professional development.
- Feel recharged, refreshed, and inspired professionally and personally to continue your work in wellness.

Who Attends:

Health promotion, wellness, and public health professionals, including:

- Practitioners
- Educators
- Program managers
- Researchers
- Consultants.

Serving:

- Employees
- Students
- Patients
- Aging populations
- Tribal and Indigenous communities
- Military service members
- Faith-based communities

**Early registration runs through February 19.
Register at wellnessalliance.org/healthpromotion**

Conference Theme:

Wired for Well-Being:

Advancing Health Promotion Through Neuroscience and Whole-Person Health

This year's conference theme, *Wired for Well-Being*, focuses on leveraging our growing understanding about how the brain works to create new approaches to whole-person well-being. Neuroscience aims to understand how our brain and nervous system enables us to think, feel, behave, and regulate bodily functions. Understanding these connections can help us design interventions and create environments that promote healthier behaviors and better support well-being.

For example, neuroscience helps us understand how and why exposure to nature or the creative arts supports healing and connection; how we can design our environments to support healthy habits; how mindfulness supports resilience and mental health; and how connecting to our purpose and values fuels intrinsic motivation for self-care. It also helps us better understand how the body's systems work together (e.g., how our understanding of the brain-gut connection informs new approaches to healthy eating).

Neuroscience does more than explain the science of the brain—It informs new ways of caring for ourselves, our communities, and each other. As the world becomes more complex, this brain-based knowledge is essential for building healthier systems that help everyone thrive.

Sessions at the 2026 Art & Science of Health Promotion Conference will aim to share how neuroscience is shaping new approaches to emerging and longstanding issues in the health promotion field (e.g., loneliness, obesity, mental health, sustainable behavior change), as well as bring the latest thinking around core dimensions of a whole-person approach to well-being (financial, physical, mental, emotional, social, and spiritual dimensions).

We aim to include sessions that feature:

- **Health promotion fundamentals** including marketing, communication, measurement and evaluation, and systems or culture change
- **Practical applications of neuroscience** in health promotion, which address multiple dimensions of well-being (e.g., physical, mental, emotional, social, spiritual)
- **Health promotion case studies** demonstrating how interventions work across sectors and settings, from schools to workplaces to retirement communities
- **Emerging research and science** informing the health promotion industry.



Read the full theme at
wellnessalliance.org/healthpromotiontheme

Preconference Events

Intensive Training Seminars

Tuesday, March 24 | 9:00 a.m.-5:00 p.m.

Through February 19, 2026: Member US\$325 | Nonmember US\$425

After February 19, 2026: Member US\$425 | Nonmember US\$525

Register Online at wellnessalliance.org/healthpromotion



Public Speaking Training: Embracing Uncertainty and Thriving on Stage

Dayna Gowan, M.P.H.

Improvly Speaking (Dayna Gowan, LLC)

This training will prepare you to embrace uncertainty and find the fun in public speaking. We'll practice vocal variety to bring your true authentic voice and presence to any presentation, as well as low-stakes exercises to practice presenting in front of your peers.



Thrivor Not Survivor®: Practical Tools, Mindset Shifts, and Skills for Thriving Beyond Survival

Uloma Nwogu, Dr.P.H., MCHES, M.P.H.

S.T.L. Coaching & Consulting

This training introduces an adaptable framework to guide individuals and communities out of survival mode and into sustainable thriving. Participants will explore how chronic stress, emotional fatigue, and disconnection from values impact health outcomes, as well as how to interrupt these patterns using scalable coaching strategies.



Easy as APIE: Assessment, Planning, Intervention, and Evaluation of Best-in-Class Workplace Health and Well-Being Programs

Ron Goetzel, Ph.D.

Johns Hopkins Bloomberg School of Public Health

This training will feature the importance of measuring program outcomes and communicating those outcomes to the various key stakeholders engaged in workplace health and well-being programs, including workers, practitioners, sponsors, and industry and professional colleagues.

Conference Schedule

Tuesday, March 24

9:00 a.m.-5:00 p.m. Intensive Training Seminars
(lunch provided)

Wednesday, March 25

6:30-7:30 a.m. Activity Sessions

7:30-8:30 a.m. Continental Breakfast
Provided in Exhibit Hall

7:30 a.m.-6:00 p.m. Exhibits/Posters
on Display

8:30-10:15 a.m. Opening Keynote

10:15-10:30 a.m. Main Stage Stretch Break

10:30-11:00 a.m. Break

11:00 a.m.-12:05 p.m. Concurrent Sessions

12:05-2:00 p.m. Lunch Provided in Exhibit Hall

2:00-3:05 p.m. Concurrent Sessions

3:05-3:25 p.m. Break

3:25-4:30 p.m. Concurrent Sessions

5:00-6:00 p.m. Welcome Reception
in Exhibit Hall

Thursday, March 26

6:30-7:30 a.m. Activity Sessions

7:30-8:30 a.m. Continental Breakfast
Provided in Exhibit Hall

7:30 a.m.-4:30 p.m. Exhibits/Posters
on Display

8:30-10:15 a.m. Keynote

10:15-10:30 a.m. Main Stage Stretch Break

10:30-11:00 a.m. Break

11:00 a.m.-12:05 p.m. Concurrent Sessions

12:05-2:00 p.m. Lunch Provided in Exhibit Hall

2:00-3:05 p.m. Concurrent Sessions

3:05-3:25 p.m. Break

3:25-4:30 p.m. Concurrent Sessions

7:30-8:30 p.m. Ecstatic Dance

Friday, March 27

6:30-7:30 a.m. Activity Sessions

7:30-8:30 a.m. Continental Breakfast
Provided in Exhibit Hall

8:00-10:45 a.m. Posters on Display

8:30-10:00 a.m. Keynote

10:00-10:15 a.m. Main Stage Stretch Break

10:15-10:45 a.m. Break

10:45-11:25 a.m. Reactor Panel

11:30 a.m.-12:00 noon Close With Heart

12:00 noon-12:15 p.m. Closing Remarks

Registration Includes:

Continental Breakfast | Lunch | Welcome Reception | Ecstatic Dance

Keynote Speakers

Wednesday, March 25



Adapt to Thrive: The New Brain Science of Sustainable Change, Motivation, and Resilience for Uncertain Times

Kyra Bobinet, M.D., M.P.H., CEO, Fresh Tri

We are living through a period of profound and accelerating change. Global epidemics of obesity and chronic disease, skyrocketing health care costs, the rise of AI, and geopolitical and climate disruptions are reshaping how we live, work, and survive. For health promotion professionals, this demands a new kind of leadership—one rooted in adaptability and whole-person resilience.

At the same time, neuroscience has quietly uncovered what may be the most important health discovery of our time: the habenula, a small structure in the brain that acts as a master control switch for behavior, motivation, and mood. When activated by shame, judgment, or unmet expectations, the habenula suppresses the very efforts we promote—healthy eating, exercise, mental well-being, and whole-person health. Understanding this mechanism changes everything.

In this keynote, Dr. Kyra Bobinet, M.D., M.P.H., presents her 30+ years studying and directing health interventions and discovery of the Iterative Mindset—a novel, neuroscience-based framework born from her research with people overcoming major social and health barriers. Backed by validated studies, Iterative Mindset outperforms common approaches like performance-based goals, tracking, and incentives by aligning with how the brain is actually wired to change. Dr. Bobinet offers a new model for health and behavior change professionals: one that activates adaptability, builds true resilience, and helps people thrive in an uncertain world.

Thursday, March 26



Claim Your Brain: The Science and Soul of Mental Health

Jocelyn Pepe, M.Sc., Founder, TrU

In an era of growing awareness around mental health and brain science, we need more than isolated strategies—We need a truly integrated, whole-person approach to well-being. In alignment with this year's conference theme, *Wired for Well-Being*, this keynote explores how a deeper understanding of the brain and nervous system can radically transform both mental health and overall quality of life.

Blending neuroscience and psychology with soul work and practical tools, Jocelyn Pepe delivers a powerful and personal keynote experience. Grounded in evidence-based research and shaped by her lived experience through adversity, burnout, and a traumatic brain injury, Jocelyn introduces a five-element framework addressing social, physical, mental, emotional, and spiritual well-being. Attendees will learn how the brain and nervous system drive behavior, how chronic stress impacts neuroplasticity, and how whole-person practice can unlock resilience and lead to health and longevity. Jocelyn's story, paired with actionable insights, empowers audiences to move from burnout to balance—and equips them with practical tools to support themselves and others. Participants will leave inspired and equipped to integrate brain-based, soul-aware strategies into their lives, workplaces, and communities.

Keynote Speakers

Friday, March 27



**The Leading Edge of Well-Being Science:
New Keys to Changing Your Brain for the Better**

Emiliana Simon-Thomas, Ph.D., Science Director, Greater Good Science Center
Kia Afcarri, M.A., Director, Greater Good Workplaces, Greater Good Science Center



This interactive presentation will link the neuroscience of social connection, positive emotion, and resilience to stress with lifelong well-being and health while dynamically guiding people through the latest techniques for strengthening these capacities. In a world that sometimes seems to be going in the opposite direction, attendees of this session will both experience and learn the science behind validated well-being skills, including enhancing empathy to bridge differences, activating awe and collective effervescence, and embracing love and forgiveness.

The session will share both scientific insights and practical strategies for attendees to improve their own well-being—and also contribute to others'. This session is especially well-suited for leaders wanting to weave well-being into the fabric of their teams and uplift organizational productivity and success. Presenters will also share results from a cutting-edge global citizen science initiative: The Big Joy Project, a free online program that helps people understand the sources of and carve their own path to greater well-being in just one week.

Attendees will both learn about discoveries from pioneering well-being science and actively engage in rigorously validated well-being strategies—all in the service of dynamically, iteratively, and sustainably increasing it both during as well as beyond the conference. Come ready to engage, reflect, and walk away with well-being practices and rituals that you can immediately use in a variety of contexts.



Earn 6.5 CE credits for attending an Intensive Training Seminar and up to 10.75 CE credits for attending the Core Conference.

Continuing Education Credits

We may offer continuing education credits for the professions, designations, and certifications below:

- Exercise Science
- Human Resources
- Health and Wellness Coaching
- Health Education
- Certified Employee Benefit Specialist® (CEBS®)

For more information and credit approval updates, visit wellnessalliance.org/healthpromotion.

Breakout Sessions



Assessing the Credibility of Digital Health Tools: Aligning Neuroscience-Based Products With Scientific Evidence

Kelsey McAlister, Ph.D., M.S.
Fit Minded



Born to Thrive, Built to Lead: Creating Ecosystems of Well-Being Through Leadership

Laura Putnam, M.A.
Laura Putnam Speaking



Brain Health: What Do We Mean and How Do We Apply It in the Workplace?

Krystal Sexton, Ph.D.
Aetheon



Harris Eyre, M.D., Ph.D.
Rice University and The University of Texas Medical Branch



Lawrence Jones, Ph.D.
Edison Electric Institute



Brains, Burnout, and the Bedroom: The Overlooked Link Between Sexual Well-Being and Workplace Wellness

Susan Milstein, Ph.D., M.A.
Milstein Health Consulting



Bringing the Okanagan Charter to Life: Advancing the Health Promoting Campus Movement for Community and Individual Well-Being

Kathryn Dailey, M.A.
University of Colorado Boulder



Jess Morris, M.S.
University of Colorado Boulder



Building a Health and Well-Being Strategy for Better Brain Health

Mary Imboden, Ph.D., M.S.
Health Enhancement Research Organization (HERO)



Karen Moseley
Health Enhancement Research Organization (HERO)



Connected and Thriving: Promoting Healthy Aging by Bridging the Digital Divide With Grassroots and Social Media Strategies

Cyd Lacanienta, M.S.W.
Johns Hopkins Institute for Clinical and Translational Research, School of Medicine



Connecting Your Head With Your Heart: The Holistic Impact of Coherence

Nicolette Amato, M.S.
Johns Hopkins Health System Corporation



Richard Safeer, M.D.
Johns Hopkins Medicine



Cooking for Cognitive and Emotional Well-Being: A Neuroscience-Backed Intervention Model

Evelyn Stokes, M.B.A.
Evelyn's Midtown Kitchen

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Breakout Sessions



Do Workplace Health Promotion (Wellness) Programs Work? What Does the Latest Research Tell Us?

Ron Goetzel, Ph.D.
*Johns Hopkins Bloomberg
School of Public Health*



From Vision to Action: Making It Happen—A Systems-Based Guide to Creating Health-Promoting Organizations

Suzy Harrington, D.N.P., R.N., MCHES
Harrington Health & Well-Being Consulting



Evaluating the Effectiveness and Implementation of a Group-Based Whole-Person Health Program

Julia Pangalangan, M.S., Dr.P.H.
*PAVING the Path to Wellness University
of Colorado Anschutz Medical Campus*



Mindfulness, Meditation, and the Brain: Neuroscience Tools for Stress Resilience and Emotional Regulation

Prachi Garodia, M.D., ABIHM,
DipABLM, NBC-HWC
Miami VA



Failure, Neuroplasticity, and the Dream of Fearless Teams

Christina Torizzo, M.P.H.
Kaiser Permanente



Navigating the Legal Landscape: Psychedelic-Assisted Therapy in Employer Health Plans

Barbara Zabawa, J.D., M.P.H.
Wellness Law, LLC



Caretia Silva, LCSW
Kaiser Permanente



Neuroscience-Based Skills for High-Performing Leaders

Patty Purpur de Vries, M.S.
Living Well USA



Food, Mood, and Mind: The Hidden Connection Between Nutrition and Mental Well-Being

Amanda Fox, LPCC
*The Ohio State University
Wexner Medical Center*



Perimenopause Reimagined: Rewire the Brain, Reclaim the Body

Anisa Ramcharitar-Bourne, Ph.D.,
RDN
University of New Haven



Jessica Hernandez, RDN
*The Ohio State University
Wexner Medical Center*



Preserving and Promoting Brain Health Through the Lifespan

LaReina Tipping, M.S.W., CAPSW
Brain Center of Green Bay



From High Performance to Health: Tools From Sport Psychology and Neuroscience

Bob Swoap, Ph.D.
Warren Wilson College

Breakout Sessions



Reconnecting in a Wired World

Jay Maddock, Ph.D.
Texas A&M University



Megan Patterson, Ph.D., M.P.H.
Texas A&M University



Unlocking Potential: Thriving With Neurodiversity in the Workplace

Saara Haapanen, M.Sc., Ph.D.
Performance is Haapanen LLC



Unlocking Success: Sustainable Stakeholder Engagement in Worksite Well-Being Programs

Elizabeth Click, D.N.P., N.D., R.N.
Case Western Reserve University



Rethinking Digital Toxicity and the Importance of Meditation and Neuroplasticity

Brian Luke Seaward, Ph.D.
The Paramount Wellness Institute



Why Good People Act Badly, What It Costs Us, and What We Must Do About It

MJ Shaar, MAPP
MJShaar.com



Strengthening Health Behaviors Through Relationships, Routines, and Reflection

Tracy George, M.P.H.
University of North Carolina at Asheville



Wired to Belong: The Brain Science of Health and Connection

Wendy Lynch, Ph.D.
Lynch Consulting



The Nervous System's Role in Influencing Individual and Organizational Behavior

Renee Moorefield, Ph.D.
Wisdom Works Group Inc.



Workplace Mental Health Is Everyone's Business: Strategies for Engaging Your Leadership, Management, and Grassroots Champions

David Ballard, Psy.D., M.B.A.
One Mind at Work



The Neuroscience of Play and Flow: Practical Tools for Whole-Person Well-Being

Acey Holmes, M.S.
BoredLess

"This conference is great value and provided actionable ideas and so many opportunities for connections."

Marney Babbitt-Pierce

Conference Highlights

▶ Intensive Training Seminars

Choose from three different one-day preconference seminars for in-depth training. **(Separate registration required—See page 4 for descriptions.)**

▶ Making Connections

The purpose of Making Connections is to provide an opportunity for people with similar professional or personal interests to connect over the lunch period during each day of the Core Conference. Individuals who offer a Connection should be prepared to start the discussion and let the group take it from there. They should not plan to present a lecture or promote a product.

▶ Activity Sessions

Enjoy a balanced wellness experience with daily activity sessions. Each morning, you will be able to choose from a variety of activities such as yoga, strength, Pilates, guided meditation, HIIT, and more.

▶ Meal Functions

The conference will provide a complimentary breakfast Wednesday-Friday, as well as lunch Wednesday and Thursday.

▶ Poster Presentations

Learn about best practices and the latest research findings in health promotion directly from your peers.

▶ Exhibits

Drop in between educational sessions to visit displays from our outstanding vendors. See what's new from these top organizations that provide products, services, and resources you are looking for to enhance your programs and plans.



Conference Hotel

The Broadmoor

For hotel questions, contact the Registration Department at (888) 334-3327, option 2, or edreg@ifebp.org.

Reservation Deadline: Thursday, February 19, 2026

Rate: \$210 single/double occupancy
(Additional \$20 per night for a third guest, additional \$10 per night for a fourth guest)

Taxes & Fees: 10.25% room tax, 2.95% public improvement fee (PIF)

Resort Fee: \$32 per room per night

Resort Fee Includes:

- Unlimited access to the fitness center
- Two daily group fitness classes: Early Bird Aquatics and Broadmoor Bootcamp
- Resort and Activity shuttle service to Cheyenne Mountain Zoo, Starsmore Visitor and Nature Center, The Broadmoor World Arena, and the Broadmoor Seven Falls
- Admission to movies and select matinees in The Little Theatre
- Art and History Tour: Tuesday, Thursday and Saturday at 10:30 a.m.

Hotel Cancellation Policy: Hotel deposit forfeited for reservations cancelled within 72 hours prior to arrival.

Note: Hotel room availability is not guaranteed outside of scheduled program dates.

Members
save up
to \$500!



Pricing	Registration Rate through 2/19/2026	Registration Rate after 2/19/2026
Core Conference (Three Days)		
Member*	US\$1,095	US\$1,295
Nonmember	US\$1,395	US\$1,595
Student**	US\$650	US\$650
Intensive Training Seminar		
Member*	US\$325	US\$425
Nonmember	US\$425	US\$525
Student**	US\$200	US\$200

*Members of the Wellness Alliance and the International Foundation of Employee Benefit Plans.

**Student membership with Wellness Alliance is required. Become a student member for \$75.

Exhibitor Package

Exhibit Dates: March 25 and 26, 2026
Exhibitor Package: \$4,050

Package Includes:

- One six-foot skirted table and two chairs
- Listing on the conference mobile app
- Registrant list prior to the conference and postconference (name, company, city, and state)
- Two complimentary conference registrations for the three-day core conference (March 25-27, 2026)



Learn more and reserve your space.
wellnessalliance.org/healthpromotion
OR CONTACT:
Sara Milner | (803) 868-3853 | sales@wellnessalliance.org

Sponsorship Packages

Serving as a sponsor is your opportunity for your organization's brand to shine and gain recognition.

GAIN PROMINENCE with the most influential audience in health promotion and wellness.

STRENGTHEN YOUR POSITION as a leader in the industry.

DEMONSTRATE YOUR SUPPORT for advancements in health promotion.

SHOWCASE YOUR BRAND prior to, during, and after the conference.

We offer a range of packages to meet your goals and your budget. Download the prospectus for details at wellnessalliance.org/healthpromotion, or contact **Sara Milner at (803) 868-3853 or sales@wellnessalliance.org**.

Gold—\$5,000

Lanyards (Exclusive)

Your company name and logo will receive maximum visibility when printed on the lanyards distributed to each attendee during check-in.

Attendee Lunch

At the conference, attendees will be treated to a tasty and healthy lunch. As a sponsor, your organization will be prominently featured on signage and tent cards during the lunch service. Sponsorship is for one day of lunch during the core conference (Wednesday or Thursday), or for the Intensive Training Seminars.

Main Stage Activity (Two)

Lead a ten-minute activity on the main stage. Your activity will be noted following the morning keynotes. All activities must be approved by the program director.

Mobile App (Exclusive)

Gain continuous exposure for your logo and/or advertisement as attendees refer to the conference app before, during, and after the event. With the ability to save schedules, browse exhibitor and sponsor listings, access speaker handouts, and more, attendees will repeatedly view your brand, maximizing its visibility and impact.

Room Sponsor

Curate a memorable attendee experience by sponsoring our mother's room, relaxation room, or poster row. Work with conference leadership to design a room that meets attendees' needs and promotes your product or service. Logo will be featured on signage.

Welcome Reception

Join us in hosting a delightful Welcome Reception on Wednesday evening, open to all conference attendees. This engaging social event marks the commencement of the conference and offers abundant opportunities to connect with friends and colleagues. As the sponsor, you will have the privilege of providing approved giveaways during the reception. Plus, your organization will be prominently recognized as the sponsor on the conference website, mobile app, and signage at the reception.

Wi-Fi (Exclusive)

Be the sponsor of the service that attendees highly value—fast and reliable Wi-Fi access. Your logo will be prominently displayed on the splash page that appears when attendees sign on to the Wi-Fi network. Plus, your logo will be featured wherever conference Wi-Fi information is provided.

Sponsorship Packages

Silver—\$2,500

Morning Wellness Activity

Our popular daily activity and fitness sessions encompass a range of activities, such as yoga, Pilates, HIIT, meditation, walking, and more. Show how your organization “walks the talk” of wellness as an activity session sponsor. Your organization will receive prominent recognition on signage and in the conference mobile app.



Morning Coffee/Beverage Bar

Always appreciated, morning coffee is a must for many attendees. They will thank you for helping them start their day feeling invigorated and ready to embrace everything the conference offers.



Welcome Gift

Be sure all attendees are greeted with a welcome gift from your organization when they check in for the conference. Conference swag not only serves as brand exposure but is also a way to show appreciation to the attendees for their participation. Consider a tote bag, a luggage tag, or a healthy snack.

Notepads and Pens (Exclusive)

Have your company logo on all the conference notepads and pens, as the whole audience takes notes throughout the event. The brand visibility continues as they take their notepads and pens home with them. Sponsors are responsible for providing the imprinted notepads and pens as well as shipping and handling.

Hand Sanitizer Bottles (Exclusive)

Everyone can appreciate hand sanitizer. Be sure attendees see your name every time they use it. Sponsors are responsible for providing the imprinted sanitizers.

Sponsorship Package

Download the prospectus for complete package details at wellnessalliance.org/healthpromotion

OR CONTACT

Sara Milner

(803) 868-3853

sales@wellnessalliance.org



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Members of the Wellness Alliance receive
\$300 off when logging in to register.

Plus, receive **\$200 off** when registering early!
That's a **\$500 savings!**

Rates are through February 19, 2026.

Core Conference

Member \$1,095 | Nonmember \$1,395

Intensive Training Seminar

Member \$325 | Nonmember \$425

Register at
wellnessalliance.org/healthpromotion



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