



# California Department of Health Care Access and Information

Last Updated: August 26, 2025

# Opportunity

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As part of California's Children and Youth Behavioral Health Initiative (CYBHI), the state's 5-year plan to transform its mental, emotional, and behavioral (MEB) health system for children and youth, HCAI received funding to design and build the Certified Wellness Coach (CWC) workforce.

HCAI engaged Wondros to develop and launch a statewide awareness and outreach campaign that would provide prospective CWC candidates and employers with more information about the role and certification process; recruit linguistically and culturally diverse applicants; and generate awareness and trust among the general public around the new profession.

# Approach

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Wondros conducted formative research to garner a deeper understanding of the initiative's primary target audiences. Insights from the research informed every aspect of our work. First, the creation of a brand identity, inclusive of the profession name, logo, typeface, color palette, photography guidelines, and brand tone & voice. Next, the development of an integrated campaign strategy leveraging paid, owned, and earned media to reach target audiences with consistent messaging across multiple channels.

All creative assets drove to a dynamic campaign website. Wondros designed, developed and launched the [cawellnesscoach.org](https://cawellnesscoach.org) website, where aspiring Coaches, prospective employers, and colleges and universities interested in educating Coaches can access information and resources.

# Approach

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A critical component of the CWC campaign is community and stakeholder engagement. Our team conducts outreach to community-based organizations to generate awareness of the CWC role among parents and youth. They engage with prospective employers at conferences, as well as via direct outreach to various Local Education Agencies (LEAs). Most importantly, they attend in-person and virtual college career fairs and host Lunch & Learn events to raise awareness of the new CWC profession among graduating students.

# Impact

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To date, the campaign has generated more than 240M clickable impressions, 2M site visits, 6,400 highly engaged email subscribers, and 3,000 Wellness Coach applications.

Our evaluative research shows that the campaign has been instrumental in driving prospective CWCs to take action. Among those who reported seeing the ads, the most common contemplative action following ad exposure was to think about CWC as a career path (74%). And nearly two-thirds of CWCs (59%) reported that the ads influenced them in taking action-oriented steps, such as applying to become a CWC.

The campaign has generated more than 240 million clickable impressions, 2 million site visits, 6,400 email subscribers, and over 3,500 certified coaches as of November 2025.



# Film



Dr.

Director, Children and Youth

# Social



# Display Ads

160x600



**HAVE A DEGREE IN SOCIAL WORK?**

You may be eligible to become a Certified Wellness Coach.



[Learn More](#)

300x250



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300x250

**HAVE A DEGREE IN SOCIAL WORK?**

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[Learn More](#)

728x90

320x50



Start your career as a Certified Wellness Coach.

[Learn More](#)

# Flyers



## SCHOLARSHIPS

FOR STATE UNIVERSITY OR COMMUNITY COLLEGE STUDENTS

**WANT TO MAKE A DIFFERENCE IN THE LIVES OF CHILDREN AND YOUTH?**

Annual scholarships, administered by California's Department of Health Care Access and Information, will cover one year of education at a California university or community college with a maximum award of \$35,000 per student. Recipients must be willing to study human services, addiction studies or social work and, after graduation, commit to a service obligation for one year as a Certified Wellness Coach.

Apply April 9 - May 24, 2024 [Click to view our video](#)



**What It Covers**  
Tuition and fees  
Books and supplies  
Room and board  
Transportation  
Loan fees  
Dependent care

**Who's Eligible**  
Students enrolled or accepted into an associate or bachelor's level program who plan to study in the fields of social work, addiction studies, or human services at a California college or university for the 2024-2025 academic year.

**Application Period**  
Applications open at 3 p.m. on Tuesday, April 9, 2024, and close at 3 p.m. on Friday, May 24, 2024.

Start your application journey at [cawellnesscoach.org](https://cawellnesscoach.org)

Digital



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Print

# Print Ad



**CWC** Certified Wellness Coach

## COLLEGE GRADS: READY TO MAKE A REAL IMPACT?

As a **Certified Wellness Coach**, you're not just starting a career—you're transforming lives.

Graduating with a degree in a field such as human services, social work, or addiction studies? Congrats! Now, you can make a real impact on young lives by stepping into a career as a Certified Wellness Coach. Certified Wellness Coaches help children and youth build the vital skills they need to lead happier, healthier lives. Ready to make an impact? **Let's Spread the Wellness.**

Supported by



Learn more about becoming a **Certified Wellness Coach** and get certified at [cawellnesscoach.org](https://cawellnesscoach.org).