

QUALIFICATIONS FOR WELLBEING EDUCATOR CANDIDATES

Prospective wellbeing educators are selected based on specific criteria to ensure that educational activities with AVMA content are of the highest quality and delivered in a professional manner. The following criteria are prerequisites for becoming an AVMA wellbeing educator. Interested applicants must complete the Train the Trainer program application and indicate that they meet these qualifications. Applying for consideration for the Train the Trainer program is not a guarantee of being accepted into the program.

- 1. Commitment to relationship-centered teams and organizations:** Successful wellbeing educators develop, express, and act upon a profound commitment to excellence in communication. They are empathic with other health care team members about the dilemmas they face and are certain about the centrality of excellence in communication as a core part of healthy workplaces.
- 2. Real-life experience:** Successful wellbeing educators know the veterinary health care delivery system at the ground level. They may be veterinary professionals themselves and/or have spent years working in veterinary medical environments.
- 3. Passion for the topic:** Successful wellbeing educators care deeply about effective communication, and their passion comes through when they teach and serve as role models of the skills they are teaching. Typically, those applying to the AVMA Train the Trainer program have worked to master their own communication skills before becoming wellbeing educators, have long recognized the importance of these skills in the workplace, and are recognized by colleagues and clients as excellent communicators.
- 4. Presentation skills:** Successful wellbeing educators have a proven ability to design and deliver effective presentations that are responsive to the needs of their audiences. They bring excitement to their subject. They are compelling, dynamic speakers who invite the audience to participate in meaningful conversations about an important topic.
- 5. Group facilitation skills:** Successful wellbeing educators draw upon and manage the resources of the group in an authentic manner. Workshops are communal experiences, and successful educators maximize this aspect. They can manage complex interactions, including disagreements, personal disclosures, and conversations about race, trauma, and other sensitive topics that may arise during the workshops.
- 6. Academic degree and relevant training:** Successful wellbeing educators represent a wide range of academic preparation, which may include degrees in veterinary medicine, health education, mental health, public health, or communication. Ideally, they possess relevant academic credentials—or experience and training—that enable them to be competent and credible presenters for the target audience.
- 7. Influence and credibility:** Successful wellbeing educators are recognized as innovators and leaders within their organizations. As formal or informal leaders, they have significant influence on those around them, other organizations, and the overall veterinary profession. They are people to whom organization members listen, because of their active engagement, reliability, and credibility.
- 8. Learning orientation:** Successful wellbeing educators value a growth mindset and model a commitment to continual learning and development. They navigate the area between demonstrating expertise and demonstrating vulnerability as fellow lifelong learners.
- 9. Critical thinking:** Successful wellbeing educators have the conceptual skills to appraise, analyze, and evaluate evidence-based health care practices related to team-client relationships and health outcomes.
- 10. Protected time:** Wellbeing educators must have a commitment from their organizations (where applicable) for protected time to train colleagues and/or evidence of adequate time and accessibility to offer training to others. Successful graduates of the program are committed to continual improvement, which comes from delivering workshops frequently and receiving feedback. Wellbeing educators are encouraged to teach a minimum of two workshops per calendar year.