

HeartMath® Certified Professional Messaging Guide

WHO Global Summit on Traditional Medicine

December 2025

This guide helps HeartMath® Certified Professionals communicate recent global developments **with meaningful alignment with our emerging Global partners**. This will help give clarity and insight on how to share these details with **integrity, accuracy, responsibility, and in alignment with HeartMath’s mission, partnerships, and values**. It is designed to care for you and help **amplify and give additional strength to the gifts you are bringing to the world**.

Why We Are Providing This Guide to You

For more than 15–20 years, members of the HeartMath community have been **quietly cultivating relationships** with global institutions such as the United Nations and the World Health Organization (WHO), and these relationships have been built on a growing trust, sensitivity, and integrity.

Based on honoring that trust, it is important to preserve and deepen that trust in how we share this with the world. As part of that, it is important not **to misrepresent or imply endorsements** that have not been formally stated.

HeartMath’s partnerships with global organizations, including the WHO, have developed with great care over many years. Because these relationships are important and sensitive, it is essential that we describe them accurately and in alignment with each organization’s ethical guidelines.

The WHO’s internal policies do not allow endorsement of specific brand names, and we are committed to fully honoring those guidelines. At times, well-intentioned language can unintentionally suggest a level of endorsement that extends beyond the formal scope of the relationship.

This guide is offered as a supportive resource to help us all communicate clearly, consistently, and with integrity. As trainers and certified professionals, you play a vital role in representing this work in the world, and we are grateful for your care in helping protect and sustain these meaningful collaborations.

We are excited to share this with you and the people you serve. We know this can only help create even further benefit for your work with others, so this guide is offered to preserve that benefit, and help everyone:

- Honor the sensitivity of these long-standing relationships.
- Represent the facts accurately.

- Support the continued cultivation and expansion of these global partnerships.
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The Core Update (What's Confirmed)

- The **World Health Organization (WHO)** hosted the Second Global Summit on Traditional Medicine with **800+ delegates from over 100 countries**.
 - HeartMath was invited as **1 of 25 evidence-based innovations** to host an experiential lab.
 - Over **300 delegates experienced HeartMath tools** through real-time biofeedback sessions.
 - HeartMath research was included in the **WHO Traditional Medicine Global Library**.
 - Elements of the exhibit will be displayed at the **WHO Traditional Medicine headquarters in India**.
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Important Partnership Acknowledgment

HeartMath's participation was supported through collaboration with **The Fyera Foundation / Heart Ambassadors**, which holds consultative status with the United Nations.

- The Fyera Foundation has helped elevate HeartMath science and tools in global policy dialogues.
- Their relationships, donated time, and financial support helped make this participation possible.
- Programs within UN and WHO environments exposed leaders to the work, helping catalyze HeartMath's invitation.

When sharing this news, please acknowledge this partnership with appreciation and integrity.

What This Means (Accurate Framing)

These developments reflect:

- Growing global interest in **heart-based self-regulation**.

- Recognition of HeartMath as an **evidence-based contributor** to international health dialogues.
- Early-stage conversations and partnerships with global stakeholders.

These developments do NOT represent:

- A formal WHO endorsement of HeartMath programs.
 - National mandates or countrywide implementations.
 - Exclusive partnerships with the WHO.
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Approved Talking Points

You may safely say:

- “HeartMath was invited as one of 25 evidence-based innovations at a WHO global summit.”
 - “Delegates from more than 100 countries experienced the HeartMath lab.”
 - “HeartMath research is included in the WHO Traditional Medicine Global Library.”
 - “This opportunity was supported through collaboration with the Fyera Foundation, which helps elevate HeartMath in global health policy conversations.”
 - “These developments reflect growing global interest in heart-based emotional regulation tools.”
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Statements to Avoid

Please do not say:

- “The WHO has endorsed HeartMath.”
- “HeartMath is now a global standard.”
- “Countries are officially implementing HeartMath nationwide.”
- “HeartMath has a formal partnership with the WHO.”
- “The WHO is promoting HeartMath programs.”

If uncertain, stay close to official HeartMath communications or this guide.

How to Share This With Clients or Partners

Simple, Accurate Language

You might say:

“HeartMath was invited to host an experiential lab at a World Health Organization summit, where global health leaders experienced the science and tools firsthand. This opportunity was supported through collaboration with the Fyera Foundation, which has helped bring HeartMath into international health policy conversations.”

Emphasis

Focus on:

- Practical skills for emotional self-regulation.
- The science of heart–brain coherence.
- Real-world applications in healthcare, education, and organizations.
- The spirit of collaboration that helps bring these tools to the world.

Avoid focusing on:

- Prestige or political implications.
 - Speculation about future policies or contracts.
 - Claims of endorsement or mandates.
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Guiding Principle

Accuracy, humility, appreciation, and relationship stewardship build trust.

When we communicate with integrity—and honor the partnerships that made this possible—we strengthen the credibility of the HeartMath mission and the global Certified Professional community.

