

# WHAT IS HEALTH AND WELLNESS COACHING?

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ICF Health & Wellness Community of Practice

## LEARNING OUTCOMES

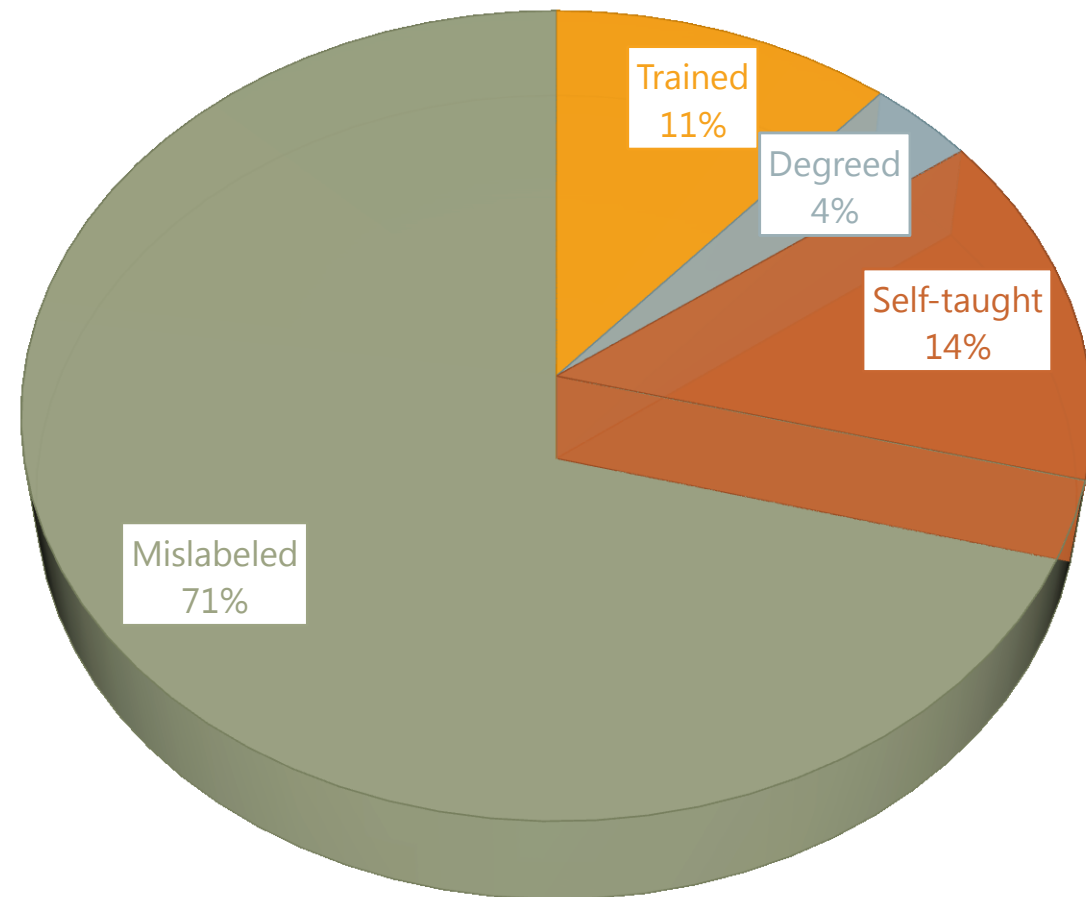
1. Explain why health and wellness coaching is a growing coaching niche
2. Discuss definitions for health and wellness coaching
3. Explore contexts where health and wellness coaching is practiced
4. Describe similarities and differences between life coaching and health & wellness coaching

1. WHY IS HEALTH AND WELLNESS  
COACHING  
A GROWING NICHE?

# HW COACHING: ANALYZING THE NICHE (USA)

- U.S. Estimates:
- ~150,000 self-identifying as health or wellness coaches in 2017
- 16,000 trained in ICHWC-approved programs
- 5,000 college degrees or academic certificates
- 20,000 self-taught
- 100,000 mislabeled
- Estimated that about 1,000 will take the National Certifying Examination for Health and Wellness Coaches - (Sept 6-18, 2017)

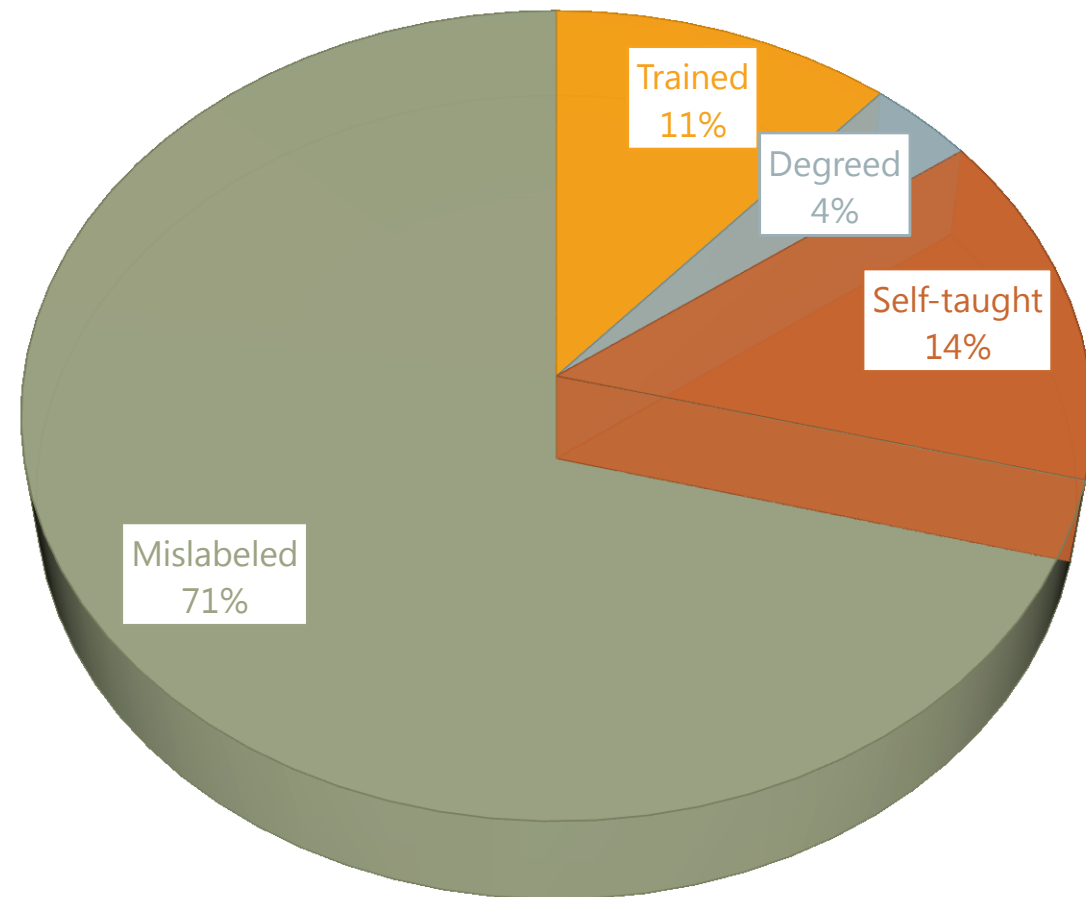
## HW COACHES



# HW COACHING: ANALYZING THE NICHE (INTERNATIONAL)

- Global. Estimates:
- ~ 22,000 members of ICF (2014) (approx)
- 16,000 trained in ICHWC-approved programs
- 5,000 college degrees or academic certificates
- 20,000 self-taught
- 100,000 mislabeled
- Estimated that about 1,000 will take the National Certifying Examination for Health and Wellness Coaches - (Sept 6-18, 2017)

## HW COACHES



# THE NEW ERA OF PERSONAL RESPONSIBILITY

- The escalating **cost of lifestyle-related disease** is estimated to comprise approximately 70% our health care dollars
- No one can afford it
- Not business
- Not the government
- Not society

# CHRONIC DISEASE & LIFESTYLE

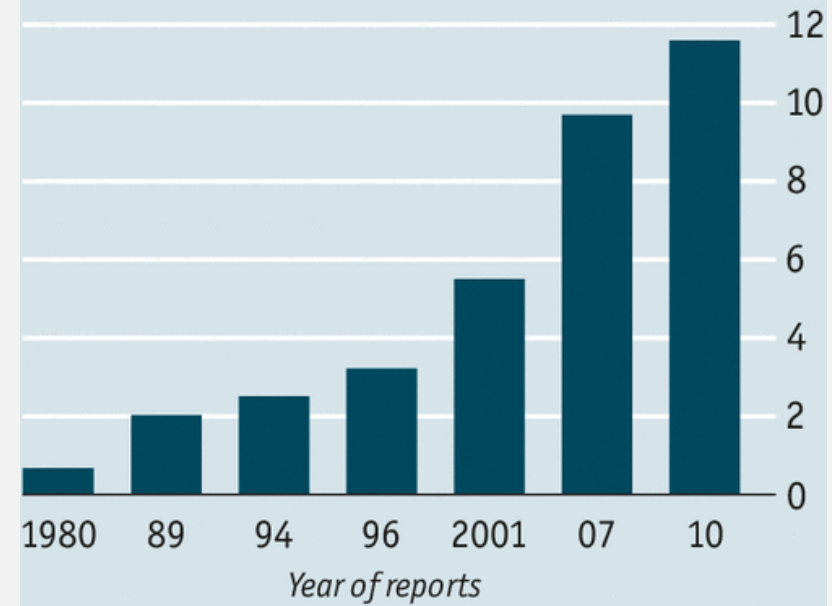


# FUTURE FORECASTS GRIM FOR GLOBAL DIABETES AND OBESITY



## The cost of fat

Adult-diabetes prevalence in China, %



Source: Academic journals



# DIABESITY

- “The modern epidemic that one of two Americans have...but 90% don’t even know it yet.”
  - Mark Hyman, MD
    - *Blood Sugar Solution*



# CAUSES OF DEATH (2005, U.S.)

## IDENTIFIED

- Heart disease
- Cancer
- Stroke
- Chronic respiratory disease
- Accidents
- Diabetes

## ACTUAL

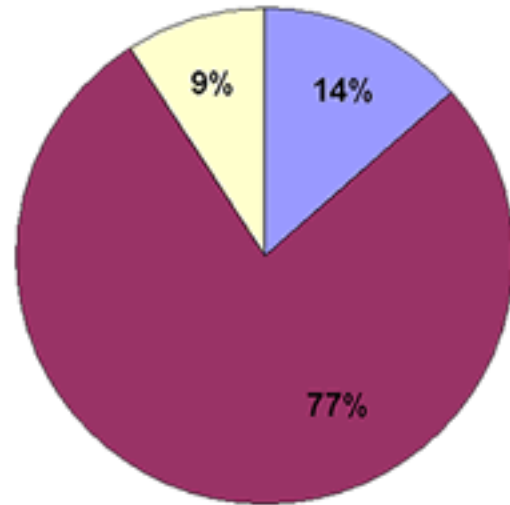
- Poor diet
- Physical inactivity
- Unmanaged stress
- Cigarette smoking
- Excessive alcohol use
- Reckless, high accident-risk

Source: Mokdad, A, et al. [Actual Causes of Death in the United States, 2000. JAMA 2004;291:1238-1245](#)

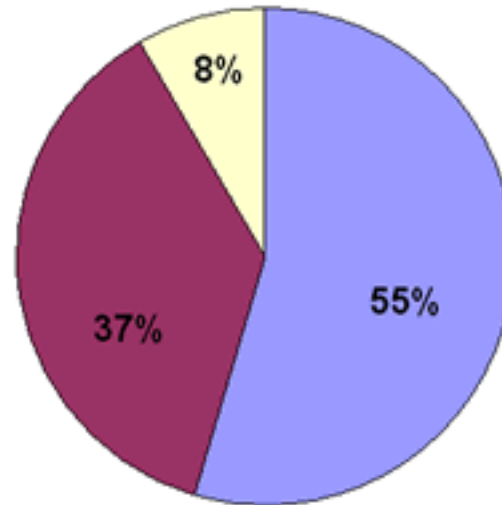
WITH INDUSTRIALIZATION, MORE DEATHS DUE TO NON-COMMUNICABLE DISEASE (LIFESTYLE)

Deaths by Broad Cause Group

Developed Regions



Developing Regions



■ Communicable diseases ■ Noncommunicable conditions ■ Injuries

# THE ANTIDOTE TO CHRONIC DISEASE IS LIFESTYLE IMPROVEMENT

Regular exercise

Healthful eating

Weight management

Moderate drinking

Non-smoking

Mind-body stress reduction

All evidence-based, safe & effective breakthrough medicines

# IF KNOWLEDGE ALONE MADE A DIFFERENCE...

- 1 in 20 adults engages in all of the six top health behaviors:
  - Regular exercise
  - Healthful fat intake
  - 5-9 servings of fruits and vegetables daily
  - Healthy weight
  - Moderate drinking
  - Non-smoking



# PEOPLE LACK SKILLS & SUPPORT FOR LIFESTYLE CHANGE

MISSING are skills for autonomous, sustainable lifestyle change:

- Psychological hardiness
- Behavioral skills
- Capacities for resilience
- Process for self efficacy
- Tools for new habit formation
- Support



## EXISTING MODELS THAT...

- Inform
- Instruct
- Direct
- Prescribe
- Warn
- Incent
- Scold, humiliate, insult, debase, insult...
- ...so far...are unable to achieve significant and sustainable behavior changes for the majority of patients.



IF \_\_\_\_\_ IS GOOD FOR ME, WHY DON'T I DO IT?

- (FILL IN THE BLANK) Exercise, Following a Healthy Diet, Not Smoking,
- Ask the 80% who don't do enough to positively impact their health.
- 1200 responded over 5 years





# IN THE CURRENT HEALTHCARE DELIVERY MODEL...



# WHY IS HEALTH COACHING NEEDED?

- Current health education in place for over 35 years
- Epidemic of obesity and diabetes
- Chronic disease requires lifestyle changes
- Addiction: fat, salt, sugar
- Greater ambivalence from high-jacked motivation centers
- Pull out intrinsic motivation

## 2. DEFINITIONS FOR HEALTH AND WELLNESS COACHING

## DEFINITION OF HEALTH AND WELLNESS COACHING

- Health and Wellness Coaches **partner** with clients seeking **self-directed, lasting changes**, aligned with their values, which promote health and wellness and, thereby, enhance well-being.
- In the course of their work health and wellness coaches display unconditional **positive regard** for their clients and a belief in their **capacity for change**, and honoring that each **client is an expert on his or her life**, while ensuring that all interactions are respectful and **non-judgmental**.
- Source: International Consortium for Health and Wellness Coaching (ICHWC)

## ANOTHER DEFINITION OF HW COACHING

- A health coach employs the art and science of the coaching relationship to optimize health, well-being for the client
- HW Coaches are professionals from diverse backgrounds and education who work with individuals and groups in a client-centered process to facilitate and empower the client to achieve self-determined goals related to health and wellness.
- Successful coaching takes place when coaches apply clearly defined knowledge and skills so that clients mobilize internal strengths and external resources for sustainable change.
  - (Source: NCCHWC Presentation to National Wellness Institute 2015)

## MILESTONE EVENTS (USA)

- 1970 Humanistic psychology altering health-related dialogs for change
- 1980 Rising rates of chronic disease lifestyle related
- 1990 Universal call for health care reform
- 2000 First real growth of health and wellness coach training programs
- 2010 First Summit of health and wellness coaches (80 stakeholder groups)
- 2017 First National Certification of health and wellness coaches

## GROWING RESEARCH BASE

- Among other frameworks, health and wellness coaching has been variously defined in the context of **health education**, **nursing**, **medicine**, **life coaching**, and **behavioral health** and **psychology**.
- Multiple disciplines have tried to claim health and wellness coaching as their own. Multiple training programs have tried to claim that their way is the best way.

*Wolever, R (2013). Collaboration and Synergy in the Field of Health and Wellness Coaching: Naïve or Necessary? GLOBAL ADVANCES IN HEALTH AND MEDICINE, Volume 2, Number 4*

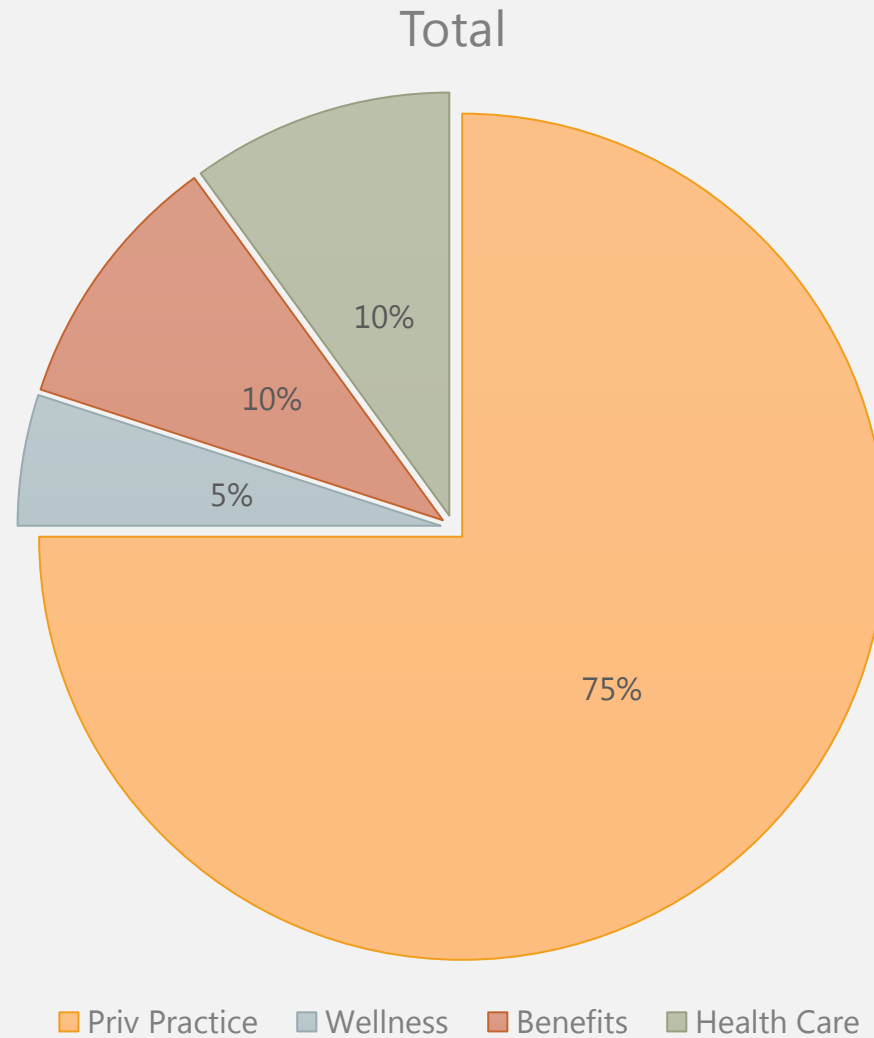
3. EXPLORE CONTEXTS WHERE HEALTH  
AND WELLNESS COACHING IS  
PRACTICED



## WHERE DO HC COACHES WORK?

- Healthcare organizations, hospitals and clinics; insurance third-party payers,
- Employee Benefits companies; disease management companies
- Fitness facilities
- Community Wellness Centers
- On-Site employee wellness programs for corporations; Human Resources departments
- Private coaching practitioners
- Health and wellness coach educational and training programs
- Academic institutions; schools

# ICHWC SURVEY 2015 (USA)





SOUNDS A LOT LIKE  
LIFE COACHING, RIGHT?

So what's the difference?

## ICF DEFINITION OF COACHING

- ICF defines coaching as **partnering** with clients in a thought-provoking and creative process that inspires them to **maximize their personal** and professional potential, which is particularly important in today's uncertain and complex environment.

## COACHING

Facilitate a process of discovery for the client, where insights and strengths are built, and values are clarified, while progress is made and sustained toward client's goals.



# COACHING ROLES

- **EXECUTIVE COACH**
- **LIFE COACH**
- **HEALTH /WELLNESS COACHES**



# THE COACHING PROCESS



## Explore & Build

- Self-Awareness, Strengths
- Hopes, dreams, tied to health goals



## Action Steps & Goals

- Motivational
- Overcome Obstacles



## Monitor & Evaluate

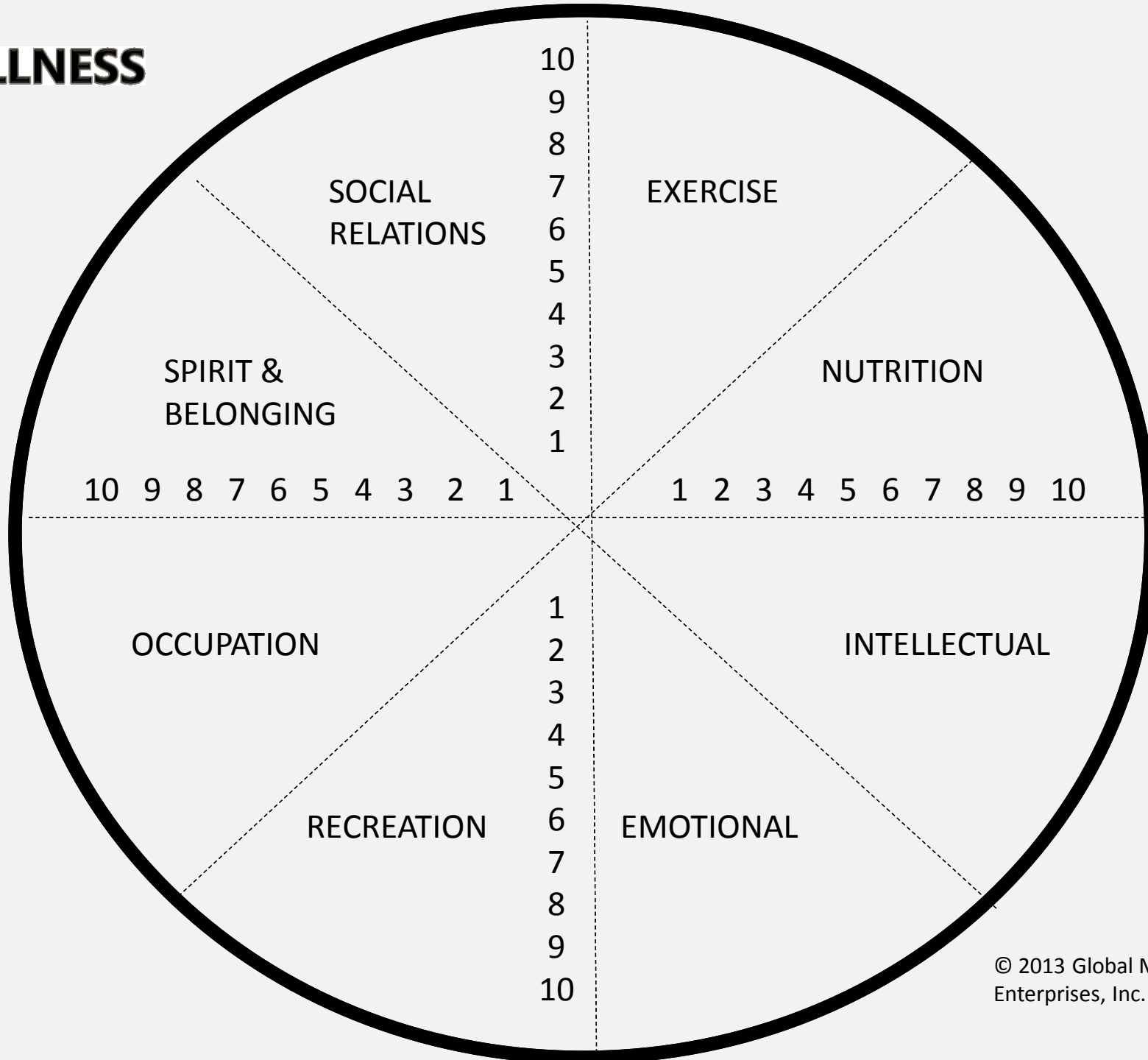
- Plans for Setbacks
- Maintenance

# ICF CORE COMPETENCIES

- **a. Setting the foundation**
  - 1. meeting ethical guidelines and professional standards
  - 2. establishing the coaching agreement
- **b. Co-creating the relationship**
  - 3. establishing trust and intimacy with the client
  - 4. coaching presence
- **c. Communicating effectively**
  - 5. active listening
  - 6. powerful questioning
  - 7. direct communication
- **d. Facilitating learning and results**
  - 8. creating awareness
  - 9. designing actions
  - 10. planning and goal setting
  - 11. managing progress and accountability



# WELLNESS



# HEALTH COACHING IS NOT HEALTH EDUCATION OR COUNSELING

## COUNSELING IN MEDICINE

- Medical model
- Diagnosable illness in paradigm of pathology
- Focus on fixing a problem
- Expert provides information
- “Why” questions, with past/present focus
- Restore to level of functioning

## HEALTH COACHING

- Learning/development model
- Desirable goals & achievement in paradigm of possibility
- Focus on optimal performance
- Non-judgmental partner supports exploration of health priorities
- “How” questions with present/future focus
- Move to optimal behavior

# LEVELS OF PRACTICE

- **BASIC COACHING**

- Training ranges from 24 hours to 18 months
- Private firms
- University certificates
- Online courses

- **ADVANCED SKILLS**

- Requires health-related college degrees or health profession
- CIIS Certificate for Integrative Wellness Coaching – within M.A. in Integrative Health Studies

# HEALTH COACHING DEFINED

- A health coach employs the art and science of the coaching relationship to optimize health, well-being for the client
- Health coaches engage in a process that allows the client to:
  - Tap into inner resources
  - Develop strengths, identify and clarify values
  - Discover external allies
  - Set goals and achieve them
  - Monitor progress and celebrate outcomes

## EXECUTIVE COACHING DEFINED

- The aim of executive or life coaching is sustained cognitive, emotional, and behavioral changes that facilitate goal attainment and performance enhancement, either in one's work or in one's personal life.
  - (Source: Stober & Grant, 2006)

## SO WHAT IS HEALTH AND WELLNESS COACHING, AGAIN?

- A specific methodology **for changing behavior and attitudes** to improve your lifestyle choices, habits and actions for the long haul.
- HOW?
  - By building growth-promoting relationships
  - Eliciting self-motivation
  - Increasing capacity to change
  - Facilitating process of change

# WHY COACHING WORKS SO WELL FOR LIFESTYLE IMPROVEMENT....

## HEALTH / MEDICINE

- TREATMENT MODEL
- Top down, unilateral, authoritarian
- Imposes correct information
- Normative, information-driven
- Applies rules of behavior
- Focus on relief, fixing, cure

## COACHING

- PARTNERSHIP MODEL
- Egalitarian
- Collaborative
- Elicits goals
- Evokes change from within
- Holds client as capable, no need to “fix”
- Focus on process

## WHAT HW COACHING IS NOT

- Coaching is also distinct from the following:
- NOT psychotherapy,
- NOT health education,
- NOT case or disease management;
- NOT personal training, and
- NOT nutritional counseling