



Health Coaching

What is it and how can I benefit from it?

January 2009



Health Coaching

Presenters:

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Objectives:

Upon completion of this program, the participant will understand:

- What a health coach is, and the definition of health coaching
- The health coaching process
- The benefits of health coaching



What is Health Coaching?

- Health coaching is a unique partnership with a coach, providing structure, accountability, expertise, and inspiration to enable an individual to improve their health status, reduce their health risks, and enhance their well-being.
- Health coaching is client centered. The coaching process is focused on what the client wants to achieve.

What is a Health Coach?

- A health professional dedicated to a client's success, combining a number of different roles: sounding board, mentor, educator, and challenger.
- The health coaching team includes health professionals from a variety of specialties such as dietitians, nurses, health educators and exercise physiologists.

What is a Health Coach?

- Helps you identify your readiness to change
- Helps you better understand your health risks
- Provides new ideas on lowering those risks



What is a Health Coach?

- Offers support and helps the participant to track progress and maintain accountability for their commitments
- Mails educational materials specific to your health risks to your home. Provides links to web-based information
- Conducts follow-up calls to help you keep moving forward toward your individual goals

Overview of the Health Coaching Process

- Participation in health coaching is voluntary, but may be a requirement to receive any company sponsored incentives.
- Usually a 3-8 month program consisting of a series of one-on-one telephonic coaching sessions.
- Appointments arranged in agreement by both client and health coach.
- Confidentiality
 - The health and wellness program is completely confidential
 - Employer only receives information related to participation and compliancy with the program

Overview of the Health Coaching Process

Initial Coaching Session

- Introductions
- Review health risk assessment
- Complete general assessment
 - General health history and additional background information relevant to meeting goals
- Introduce personal health vision
- Introduce stages of change- “Are you ready to change”?

Overview of the Health Coaching Process

Developing a Health Vision

- Health coaching is centered around the concept of a personal health vision. A health vision includes general statements that address the longer term (six months, 1 year, 5 years, etc.) and consider longer term behavioral goals, outcomes, and motivators.

Overview of the Health Coaching Process

Developing a Health Vision

- Your health vision is an integral part of the coaching process because it helps you connect personal values to the importance of achieving a healthier life, and helps you identify what you look and feel like at your ideal level of wellness.

Overview of the Health Coaching Process

Developing a Health Vision

As a guide, a vision can define.....

- Self-image: the type of person you want to be when it comes to health, fitness, and wellness.
- Behaviors: things that you want to do consistently-exercise regularly; eat well; relax more; take medications as prescribed.
- Outcomes: what you want to have happen-the result such as weight loss; improved fitness; less stress; better health.
- Motivators: what makes the health vision really important to you, and why you really want to reach this vision-improve health to prevent/manage disease; increase strength and stamina; improve self-esteem.

Overview of the Health Coaching Process

Some examples of health visions:

- My health vision is to improve my health, in particular reduce my cholesterol, to lower my risk of heart disease.
- My wellness vision in the next six months is to reverse my trend of steady weight gain so that I can look better, feel younger, and wear stylish clothes.

Overview of the Health Coaching Process

Stages of Change

- Research has shown that self-change is a staged process. We move from not thinking about changing a behavior, to thinking about it, to planning to change, and then testing out ways to do it before we actually start.

Overview of the Health Coaching Process

Stages of Change

- Behavior scientists recognize 5 stages of readiness to change behavior
 - Precontemplation (I won't or I can't change in the next 6 months)
 - Contemplation (I may change in the next 6 months)
 - Preparation (I will in the next month)
 - Action (I am doing it now)
 - Maintenance (I've been doing it for at least 6 months)

Overview of the Health Coaching Process

Am I Ready to Change?

- A number of techniques can help you move from not thinking, to thinking, to planning, to doing, and to continue doing.
- Some key questions to consider when assessing your readiness to change include:
 - The goal or behavior I want to work on first is:
 - My reason for wanting to accomplish this goal are:
 - The obstacles standing in the way of my changing this behavior are:
 - My strategies to overcome my main obstacles are:

Overview of the Health Coaching Process

Health Coaching focuses on behavior change in the following areas:

- Eating habits
- Activity and Exercise
- Stress Management
- Tobacco Use
- Personal Health Management

Overview of the Health Coaching Process

First Follow-up Coaching Session

- Discuss your personal health vision
 - Identify motivators, obstacles, strengths, and strategies
- Discuss/develop 3 month SMART goals
- Discuss/develop bi-weekly SMART goals
- Determine need for additional resources

How Will My Health Coach Help Me Set My Goals?

What Are SMART Goals?

A SMART goal is one that is accomplished through specific Steps. SMART goals are:

- Specific and Small
- Measurable
- Action-based
- Realistic
- Time-line

How Will My Health Coach Help Me Meet My Goals?

Examples of Three Month SMART Goals

- I will walk 5 days a week for 30 minutes at a moderate intensity.
- I will eat 2 fruits and 3 vegetables 5 days a week.
- I will reduce the number of fast food meals eaten each week from 10 to 2.
- I will complete a strength training routine using all of my major muscle groups for 20 minutes two days per week.

How Will My Health Coach Help Me Meet My Goals?

Examples of Bi-weekly SMART Goals

- I will develop my health vision and discuss it with my health coach at our first follow-up session.
- I will plan and shop on Saturday morning for two healthy snacks per workday.
- I will reduce my dessert intake from 3 times per week to 1 time per week.
- I will walk on the treadmill for 20 min. at a moderate intensity, 3 days this week.

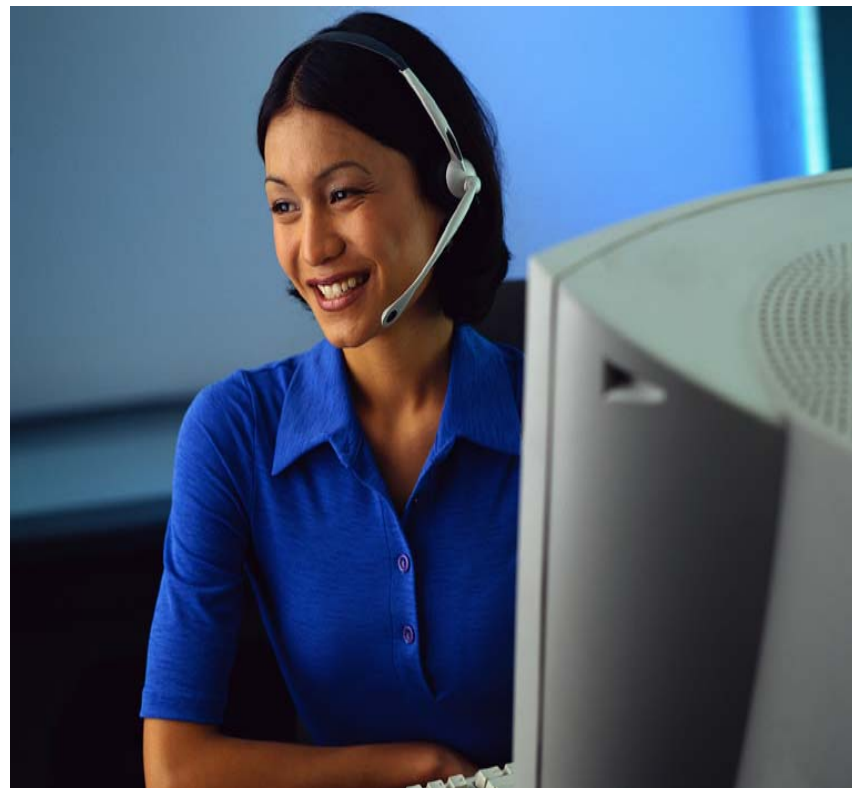
Overview of the Health Coaching Process

Subsequent Follow-up Coaching Sessions

- Review progress towards bi-weekly goals
 - What worked, how did it feel, and what was learned
 - Establish % completed for each goal
- Discuss successes, obstacles, and strategies in detail, and address questions/concerns
- Set goals for next session
 - Discuss potential obstacles and identify strategies for overcoming obstacles
 - Establish confidence level for achieving goals
- Schedule next coaching session

Benefits of Health Coaching

- Coaching provides an opportunity to collaborate with an experienced partner to develop a healthier lifestyle.
- The relationship between a coach and client offers supportive guidance and encouragement for making changes, without being judgmental.



Success Stories

Client Background

- Client: 28 year old female. Mother of 2 (9 yr old boy and 2 yr old girl)
- Initial wt: 195#, BMI 32.5. High risk for weight and smoking
- Medical Conditions: IBS aggravated by greasy foods
- Family history of diabetes, high blood pressure and elevated cholesterol. Mother had first bypass surgery at 34 yrs old (smoker).

Coaching Interventions and Behavioral Outcomes

- End of program wt: 172#, BMI 28.6. Lost 23# during program. Walking 20 min 3d/wk, states it helps with stress. Increased intake of fruits and vegetables from 3-5 servings/day to 4-6 servings/day, increased intake of high fiber foods from several times/wk to several times/day. Reduced diet soda intake from 4/d to <1/d. Established meal pattern w/ 3 meals and 2 snacks. States meal pattern is helping manage hunger and reduce portions. Reduced smoking from .5-1ppd to .25 ppd.

Client Comments

- Client states “the program was very helpful and educational. I learned lots from the calls and information sent. I feel better and can tell a huge difference.”

What difference do you think coaching made for this client?

- Client was able to focus on making permanent lifestyle changes with information, support and encouragement provided from coaching. She was able to learn more about herself and her unique health needs at work and at home. She was also able to look at her emotional eating and work with stress management through balanced meals and exercise.
- As client became successful at small goals, she became willing and confident to look at more challenging goals and to focus on the life long commitment.

Success Stories

Client Background

- 45-year-old female
- BMI 40.9, 269 lbs
- Diet: Fruits and vegetables several times a week
- Activity- Walk daily 30-45 minutes
- Stress-Moderate

Coaching Interventions and Behavioral Outcomes (Be as specific as possible)

- Client was on 10 call model. Final weight 228, BMI 34.7, lost 41 lbs over program.
- Client walked consistently 3-5 times a week 45-60 minutes, added toning exercises 5x/wk. Client changed diet to increase fruits and vegetables. She now eats 5 fruits and vegetables a day. Client maintained drinking 48oz of water a day.

Client Comments

- Client feels the program provided great resources, encouragement & support.

What difference do you think coaching made for this client?

- Coaching helped client identify goals of staying active consistently, maintaining healthy choices for achieving weight loss and continued weight loss. Coaching provided client with tools, support and encouragement to remain focused on achieving wellness goals she created. Coaching also helped client focus on staying positive and staying optimistic.

Summary

“Through thoughtful assessment and inquiry, collaborative problem-solving and goal-setting, and safe, open, and honest dialogue, your health coach can help you become clearer on where you are, where you want to go, and how to get there.”

-Wellcoaches®



References

1. What is Health Coaching? Wellcoaches®. 2005. Available at: <http://www.wellcoach.com/> . Accessed November 1, 2007.

Questions..

- If you have any questions, feel free to contact:
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Certificate of Completion

Health Coaching

What is it and how can I benefit from it?

Presented by: Krista Van Dine RD, LD

Name:

Date of Completion:

Provider: UMR Care Management Services

