



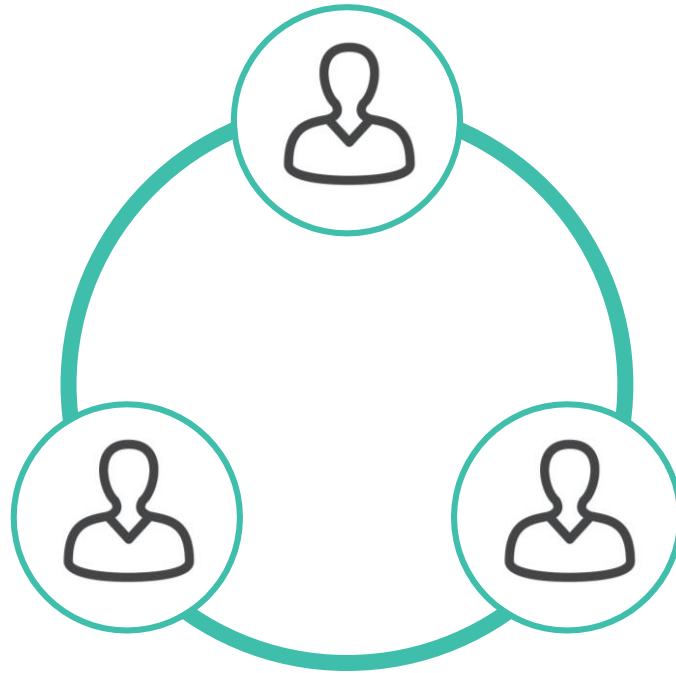
Getting people moving

Health Coaching and Behavior Change

—
The Next Frontier to Impact Lives



Coach Approach



In just the last two minutes.....



\$3.1 Million

was spent treating diabetes worldwide

Chronic Disease in America



Source: CDC, 2017

Movement is medicine



A Brief Look at the Benefits of Activity



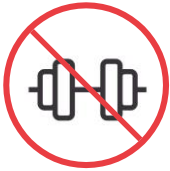
Some activity is better than none, and any amount of activity offers health benefits

- Increased insulin sensitivity
- Enhanced endothelial function
- Improved body composition
- Enhanced lipoprotein profiles
- Reduced systemic inflammation
- Reduce stress and anxiety
- Improved cognitive function

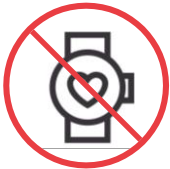
Current State of Physical Inactivity



Globally, **1 in 4 adults** are not active enough (WHO, 2018)



Nearly 80% of Americans and Canadians are not meeting the current physical activity guidelines for both aerobic and muscle-strengthening activities (NCHS, 2018; Statistics Canada, 2019)



Nearly 41% of U.S. adults with diabetes report engaging in less than 10 minutes a week of moderate or vigorous activity in the categories of work, leisure time, and transportation (CDC, 2017)

Why?

Commonly Cited Reasons for Inactivity

Lack of time

Lack of confidence (which may include feelings of intimidation)

Insufficient resources (financial and/or environmental)

Belief they already engage in sufficient activity

Lack of motivation and enjoyment

Reasons for Inactivity (continued)

PHYS ED

How You Felt About Gym Class May Impact Your Exercise Habits Today

People tended to harbor vivid memories of gym class, a new study found. The results could have implications for motivating adults to stay physically active.



Ladwig, M. et al. (2018). "My best memory is when I was done with it": PE Memories are associated with adult sedentary behavior. *Translational Journal of the American College of Sports Medicine*, 3(16), 119-129.

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Think...

How people think about their lives and their health determines how they will feel and how they will **act.**

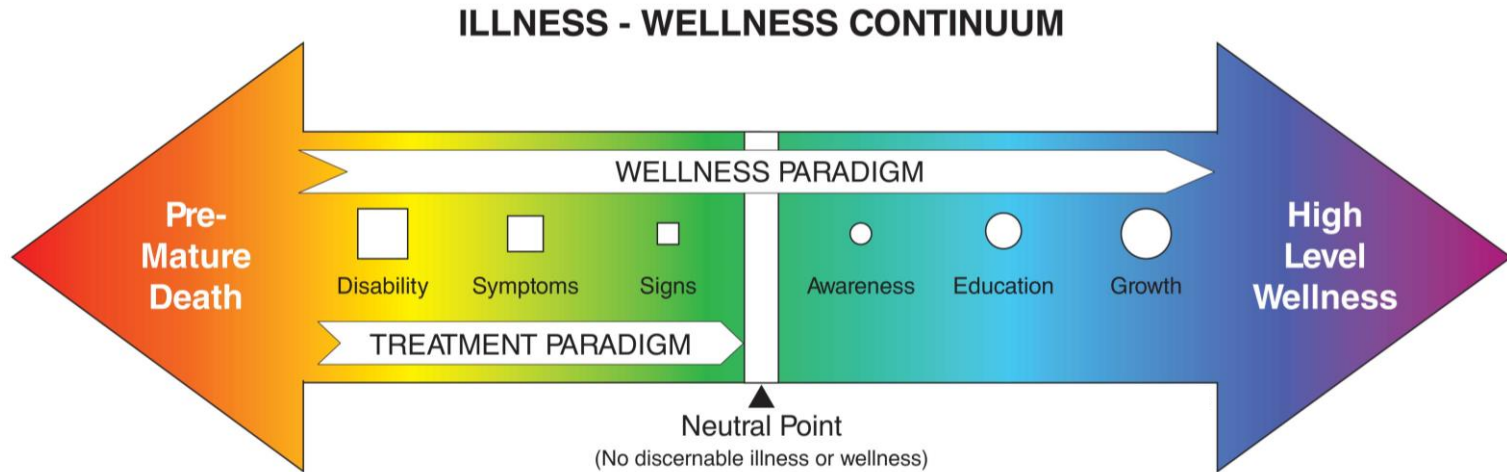
The background of the slide features a faded, halftone-style image of two people walking. The image is composed of a grid of small dots, creating a textured, grayscale effect. The figures are positioned in the center-right of the frame, with one person slightly ahead of the other, suggesting movement and companionship.

Setting The Foundation For Improved Health and Wellness

A shift in perspective

Defining Health and Wellness

Since 1948, the World Health Organization (WHO) has defined health as a state of complete physical, mental and social well-being, and not merely the absence of disease or infirmity.



John W. Travis, M.D., 1972, 1988, 2004

Multi-Dimensional Nature of Wellness

To further convey the interconnected state of body, mind and spirit, the National Wellness Institute (NWI) defines **wellness as an active progress** through which people become aware of, and make choices toward, a more successful existence.



Bill Hettler, M.D., 1976

An Integrative Approach to Healthcare



Person-centered care

Healthcare services that are tailored to individuals' needs and provided in partnership with them.

Necessitates the establishment and maintenance of trusting, collaborative relationships between patients and healthcare providers



Integrative medicine

An approach to medicine informed by evidence that takes into account the whole person and makes use of all appropriate therapeutic approaches, healthcare professionals, and disciplines to achieve optimal health and healing.



Healthcare integration

Health services that are managed, delivered and coordinated within and beyond the health sector to ensure access to a continuum of health promotion, disease prevention, diagnosis, treatment, and rehabilitation services

Lifestyle Medicine



Nutrition



Exercise



**Tobacco &
Alcohol**



**Stress
Management**



Sleep



**Healthy
Relationships**

A Strengths-Based Shift in Psychology

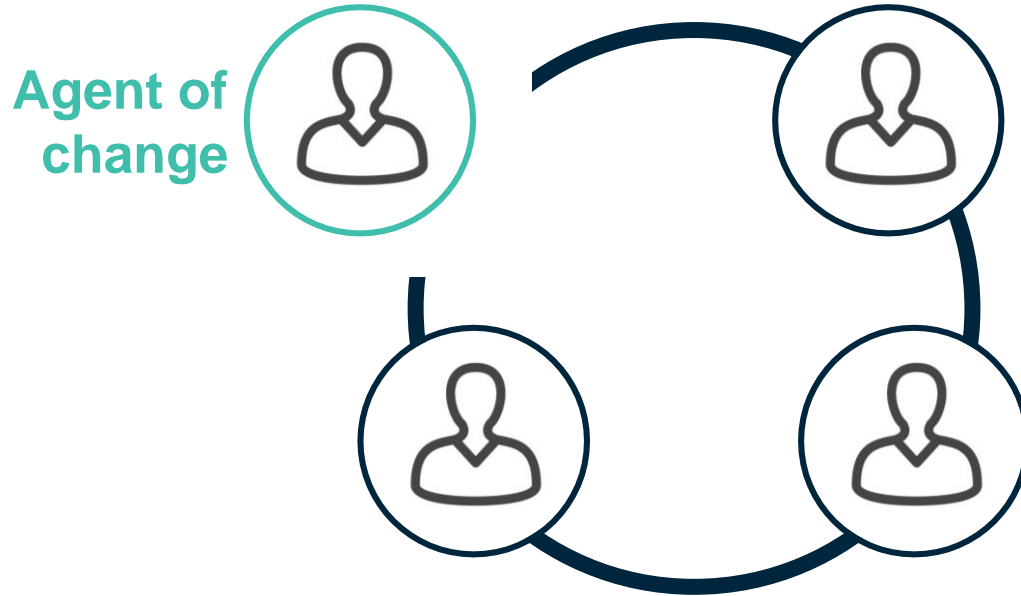


- Historically the field of psychology has focused on primarily mental disease and disability
- Positive psychology moves away from focusing on a person's deficits or "fixing what is wrong with them," and instead seeks to continuously nurture and use one's character strengths to develop a meaningful and rewarding life

An Evolution in Professional Approach

- Health and fitness professionals are accustomed to sharing their expertise by providing instructions and recommendations, often with **minimal member input**
 - Eagerness to share advice and propose solutions generally well-intentioned
 - The tendency to try to "fix" what seems to be wrong with members in an effort to set them on a better path known as the righting reflex
- The field of behavioral science has found **such an approach is often ineffective** and may even be counterproductive, particularly among individuals who want to change but are hesitant
- **Employing a guiding style of communication encourages individuals** to explore ambivalence and awaken an internal desire to make a change based on their own values (instead of convincing, honor capacity for change when a person chooses to)

The Missing Link



The background of the slide features a halftone pattern of small dots. Overlaid on this pattern are several faint, grey silhouettes of people walking, suggesting a group or a community. The silhouettes are positioned behind the main text, creating a sense of movement and shared experience.

A “Coach Approach” to Empowering Lifestyle Change

A look at the field of health coaching

The Role of the Health Coach

“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.

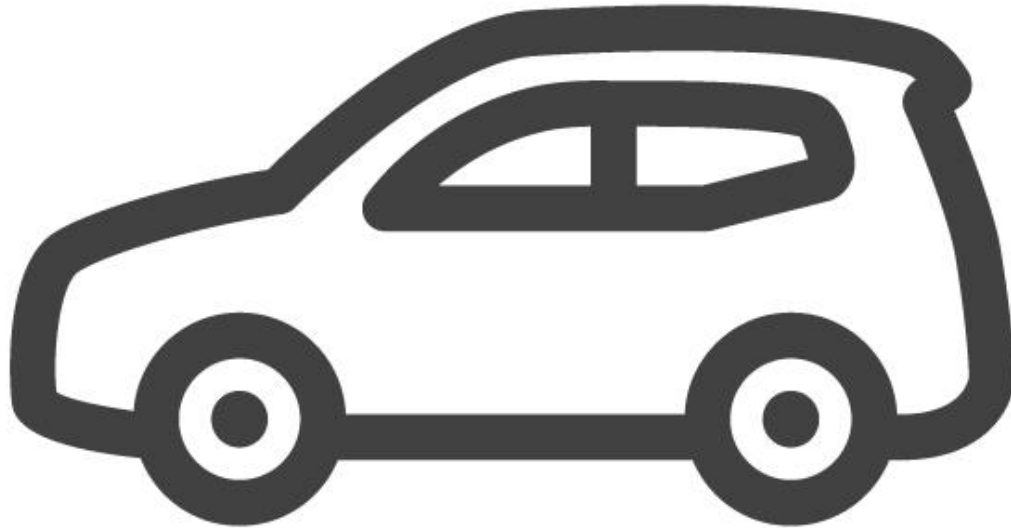
In the course of their work, health and wellness coaches display unconditional positive regard for their clients and a belief in their capacity for change, honoring that each client is an expert on his or her life, while ensuring that all interactions are respectful and non-judgmental.”

(ICHWC, 2014)

Traditional Approach vs. "Coach" Approach

| TRADITIONAL APPROACH | COACH APPROACH |
|---|---------------------------------------|
| Nutrition and physical activity impacting health status | Self-efficacy impacting health status |
| Data collection: who, what, when, where, why | Data assimilation: how |
| Directive | Collaborative |
| Uses knowledge to form action plan | Empowers client to form action plan |
| Deliver the right answers | Ask the right questions |
| Lead | Guide |

“A Guide on the Side”



The Dynamic Nature of Coaching



Growth-promoting partnership that centers on increasing individuals' awareness and capacity for change



Truly sees each person as whole, resourceful and capable of change



Utilizes effective communication skills to support individuals in articulating what they envision for themselves in terms of their health and well-being, and the steps they may take to go about getting there



Support individuals in navigating the unfolding path toward goal attainment, to include adjusting goals, adapting action steps, tracking progress, and overcoming struggles along the way

Why a Coach Approach?



Research has shown coaching to be more effective than traditional health education in improving self-care behaviors (e.g., exercising, eating a healthy diet, etc.).

Health coaching is particularly effective when focused on developing self-efficacy through skills such as goal-setting, problem solving, identifying values, and managing cognitive and emotional barriers.

CDC recommends self-management training serve as a key step in improving health outcomes for individuals with chronic diseases.



DREAM
BELIEVE
ACHIEVE

Turn and Talk

Overview of Core Knowledge and Skills



- Fostering the client-coach partnership
- Models and theories of behavior change
- Skills and methods for supporting lifestyle change
- Evidence-based lifestyle interventions
- Chronic diseases and comorbid conditions
- Effective collaboration with other health, wellness and exercise professionals
- Professional conduct, commitments and considerations

Scope of Practice for Health Coaches



- **Apply effective communication skills**, such as open-ended questions, affirmations, reflective listening, and summarizing to help a client increase internal motivation and ownership to make a health behavior change.



- **Empower clients** to develop and leverage their strengths to support behavioral changes.



- **Support clients** in developing achievable and measurable goals to monitor success and motivate ongoing behavioral change.



- **Respect clients' autonomy**, support their self-discovery, and assist them in their desired actions toward self-directed goals.

A faded, halftone-style background image showing two people in silhouette, one appearing to be speaking or gesturing towards the other. The image is composed of a grid of small dots, creating a textured, semi-transparent effect.

Empowering Transformation

The art and science of health behavior change

Embracing the Spirit of MI



Collaboration

Member-led, with recognition the member is the expert in his or her own life; partnership between prospect/member and professional is like a dance as opposed to wrestling



Acceptance

Unconditional positive regard for member; willingness to understand, without judgment, the client's unique perspective



Compassion

Actions always taken with best interest of prospect/member in mind, not for secondary gain or benefit of the professional



Evocation

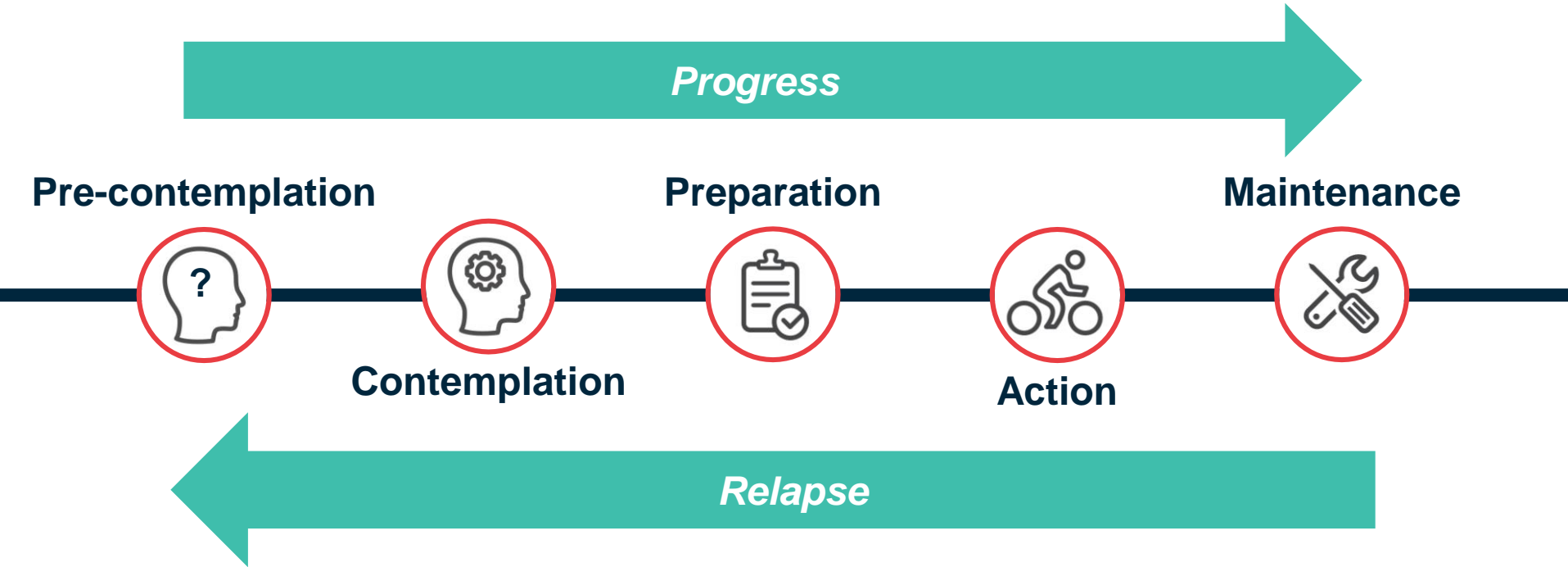
As opposed to identifying what a prospect/member “should” change, evoking recognition from the individual as to what they “want” and “need” to change, calling upon their inner wisdom and resourcefulness

A Framework for Understanding Change

Awareness-Choice-Execution (ACE) Cycle of Change

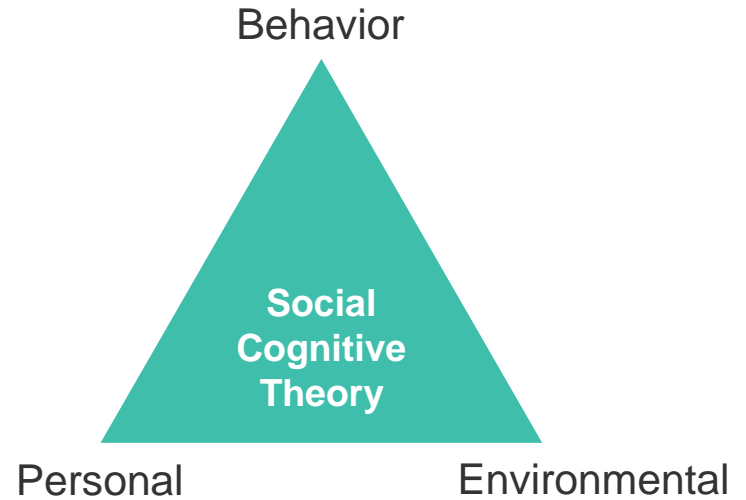
- **Awareness:** individual recognizes and explores the gap between current behavior and desired behavior
 - Utilizing effective communication skills to support self-exploration, helping individuals unearth what is most important to them as well as what's possible
- **Choice:** once individual determines a behavioral change is warranted, “coach” supports him/her in creating self-directed goals and cultivating a positive mindset
 - Process includes identifying and leveraging strengths and abilities and planning for successes and challenges
- **Execution:** with well-defined member-led goals, “coach” and member co-create and implement a personalized plan for well-being, transforming vision into action
 - Devising small action steps and establishing a system for accountability

Stages of Change Model



Social Cognitive Theory

- How people think about things exerts a strong influence on their behavior
 - Built on the premise of reciprocal determinism
- Self-efficacy is key determinant of behavior and motivation
 - Higher self-efficacy associated with greater exercise participation and improved self-management of chronic diseases



Opportunities to Enhance Self-Efficacy



- Establish rapport with prospects and members
- Cultivate a safe, non-judgmental environment
- Optimize movement experiences to set members up for success
- Leverage group-based experiences (small group training and team workouts)
- Intentional, relevant resources and messaging (e.g., articles, videos, signage)
- Tailor approach to current stage of change
- “Walk the talk”

5A's For Facilitating Change



Assess

Explore attitudes, beliefs, experience, current behaviors, knowledge of disease and understanding of the role of lifestyle change

- Gather pertinent information from ‘qualifying the prospect’ and utilize information from MOP report to ‘collect the story’ during the fitness consultation
- Utilize open-ended questions to establish rapport and gain valuable insight (e.g., “*What does being active look like to you?*”)
- Discern readiness to change and tailor approach accordingly
- Encourage members in their own self-discovery and self-directed action

Advise

Evoke motivation to change using evidence-based coaching practices, sharing relevant information with permission upon request or when appropriate

- Utilize OARS skills to highlight ‘change talk’ and respond to ‘sustain talk’ to help prospect/member discover and make his/her own arguments for change
- Share pertinent information/education using elicit-provide-elicited model
 - *What have you been wondering about exercise that I might be able to clarify for you?*
 - *What do you feel would be a good next step?*

Agree

Co-create an action plan in alignment with the member's self-directed goals and vision for the future



Develop small action steps that are accomplishable and in alignment with client interests

- *What type of activities do you enjoy doing?*
- *How could you go about adding more movement to your day?*
- *What do you know about your current schedule that could help you take action?*

Assist

Identify barriers, leverage social support, and implement problem-solving strategies

- Discuss normalcy of barriers and challenges as part of the behavior change journey
- Reframe perspective (*"What is another way of looking at this situation?"*)
- Shift from willpower to skill power, considering specific cues, triggers and situations that may detract from desired behavior
- Address importance of social support (*"What would be a good way to go about gaining the support you need?"*)

Arrange

- Establish a system of accountability and method for self-monitoring, providing referrals to programs and follow-up with other team members and professionals as needed
 - *How would you like me to hold you accountable to yourself?*
 - *How will you track your progress?*
 - *What could support you in your continued success?*
- Explore the value of feedback (*e.g., would it be valuable to receive some feedback on this?*)
- Work collaboratively with other health, wellness and exercise professionals

Exploring Opportunities

Paving a new path ahead




A Coach Approach To Making Healthy Happen

- Create a compelling and cohesive experience
- Elevate the membership sales process
- Re-energize fitness consultations
- Reach new members
- Cultivate connections within the community

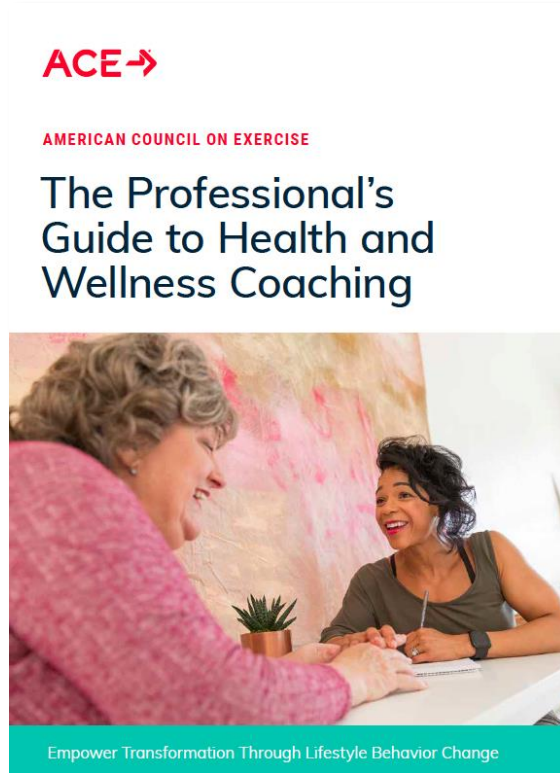
Together





“For any movement to gain momentum, it must start with a small action.”
- Adam Braun

ACE Materials



Next Steps You Can Take

- Visit www.acefitness.org/anytimefitness
- Review a copy of these slides, which will be available to you online
- Explore a sample of ACE's wide range of behavior change content, such as:
 - [Eight lessons learned from a year of lifestyle change](#)
 - [Mindset matters: how your thoughts affect your health](#)
 - [From chore to choice to desire](#)
- ACE contact: Karen.Joy@ACEfitness.org for special pricing and information for current and upcoming programming, products and services for Anytime Fitness employees