

Session 9: Holistic Health Coaching Introduction

* The Foundation of Holistic Health

- Primary Food overrides Secondary Food
- Diet should be based on the individual, not the theory.
- Crowding Out by adding foods into the diet instead of taking foods away
- Give the body the chance to heal itself.
- Learn to listen to the body's signals

* The Need for Health Coaches

- With holistic health, nutrition extends far beyond food.
- Health Coaches are trained to help clients nourish themselves with both Primary Foods and Secondary Foods.
- Research continues to support the use of lifestyle change involving exercise, spiritual practice, diet, and other behaviors for conditions such as chronic stress, weight loss, migraine headaches, constipation, arthritis, as well as many others.

* Health Coaches and the Current Healthcare Model

*****OVER 65% OF AMERICANS ARE OVERWEIGHT, and it is estimated that by 2020, half of all Americans will have a chronic disease.**

With a strong focus on behavioral choices along with the basic understanding of dietary patterns and overall health, Health Coaches fulfill an important and distinct role that does not rely on an advanced degree in medicine, nutrition science, or dietetics.

- Health Coaches do not directly compete with other healthcare providers; rather they complement all health professionals – including dietitians, nutritionists, nurses, doctors, and mental health professionals.
- Health Coaches help clients develop targeted goals and a viable plan for carrying out regimens prescribed by their medical professionals, as well as enacting basic, health-supportive modifications and habits.
- By supporting real-world lifestyle and behavioral changes, Health Coaches play a crucial part in health maintenance, disease prevention, and even disease reversal – supporting the concerted mission of all healthcare professionals to increase health and quality of life.

* Career Options

- Doctors' offices/Hospitals
- Gyms
- Work from Home

* Health Coaches in the Healthcare Field

- Majority are self-employed or work for gyms, spas, health food industry, corporations, doctors' offices, or wellness centers
- Largely client driven
- Usually initiated by client's decision to make some type of life change
- Not diagnostic; emphasizes ongoing coaching plan to meet goals
- Dietary nutrition is the secondary focus
- Discusses non-food forms of nourishment, which may include spirituality, career, physical activity, relationships, and other lifestyle factors in addition to dietary habits
- Does not diagnose or treat; rather, assesses a client's overall well-being while allowing the client to drive conversation
- Makes general, low-risk recommendations to help clients enact basic, health-supportive modifications and habits, such as:
 1. Developing strategies to incorporate more physical activity
 2. Adding in more fresh fruits and vegetables, and drinking more water in order to crowd out sugar, processed grains, and caffeinated beverages
 3. Learning to nurture good relationships
 4. Identifying career aspirations and developing strategies to actualize these goals
 5. Deepening spiritual practices through meditation, nature, or religion, for example, to enhance self-fulfillment
- Focuses on whole foods; avoids breaking down needs to macro- and micronutrient level
- May promote several different dietary theories; tailored to each unique client's needs
- In addition to specific goals, focuses on teaching clients to eventually be self-sufficient by learning to observe the body's responses to various lifestyle and dietary modifications and choosing health-promoting behaviors that work for them on their own
- Sample Client (diabetic)
 - ~ Discusses client challenges with physician's prescribed medication regime or dietitian's recommended diet plan
 - ~ Discusses family stresses, career frustrations, physical fitness challenges, and lack of inner self-reflection
 - ~ Develops step-by-step recommendations to implement solutions
- Doesn't require an undergraduate degree or academic prerequisites
- Doesn't require passing a national exam to practice
- Trained on basic scientific concepts of metabolism with emphasis on whole foods and healthy lifestyle components such as physical activity, career, relationships, and spirituality; trained to coach and hold clients accountable for lifestyle choices
- Requirements vary depending on the specific school or program
- New, emerging, quickly evolving profession tailored to address healthcare crisis
- Forward thinking, holistic; combines traditional health concepts with both ancient and modern practices
- Science and experientially-based recommendations
- Little to no government or food industry influence

Health Coaching Scope of Practice	
Do	Don't
<i>Guide conversations to allow clients to explore areas they feel need attention</i>	<i>Drive conversations to areas a client is uncomfortable with</i>
<i>Make recommendations for basic, health-supportive behavior changes</i>	<i>Diagnose, treat, or heal</i>
<i>Encourage clients to adapt healthy behavior changes and to hold themselves accountable for their choices, supporting them in their decisions</i>	<i>Force clients to adapt behavioral changes</i>
<i>Recommend that a client consult with his or her doctor or medical practitioner before changing a medication, making major dietary changes, starting a new fitness routine, or making any potentially harmful behavior changes</i>	<i>Advise a client to stop taking medication, stop seeing their doctor or medical practitioner, make major dietary changes, begin a strenuous fitness routine, or make any potentially harmful behavior changes</i>
<i>Refer to the appropriate medical professional for proper treatment of medical issues</i>	<i>Assume the ability to handle all health issues</i>
<i>Do work with clients that have mild health concerns</i>	<i>Do not claim you can cure disease or work with patients with complex advanced diseases such as cancer or kidney failure without working in conjunction with their physician.</i>
<i>Do work with adults. Get written authorization from a legal guardian to work with children.</i>	<i>Don't work with minors without written authorization from their legal guardian.</i>
<i>Do suggest a client:</i> <ol style="list-style-type: none"> <i>1. Ask their doctor about alternatives to medication</i> <i>2. Get a second doctor's opinion if they're unsure</i> 	<i>Don't suggest clients stop or change prescription medication or stop seeing their doctor.</i>
<i>Do suggest ways to "crowd out": caffeine, sugar, alcohol, tobacco, junk food, and dairy.</i>	<i>Don't exclude major food groups or recommend extreme detox programs.</i>

<p><i>Do recommend:</i></p> <ol style="list-style-type: none"> <i>1. Superfoods</i> <i>2. Multivitamins</i> <i>3. Mineral supplements</i> 	<p><i>Don't recommend controversial supplements or very high doses.</i></p>
<p><i>Do encourage clients to begin gentle, low-risk exercise changes such as walking.</i></p>	<p><i>Don't encourage vigorous exercise without consulting their physician.</i></p>
<p><i>Do give people time to talk about their important relationships. Promote participation in social events to meet new people.</i></p>	<p><i>Don't promote divorce or conflict with friends and family.</i></p>
<p><i>Do recommend that clients explore new hobbies and interests.</i></p>	<p><i>Don't recommend that your client quit their job.</i></p>
<p><i>Do advise clients to engage in self-reflection and experience nature.</i></p>	<p><i>Don't advise your client to change religious affiliation.</i></p>
<p><i>Use Program Agreement when working with clients for your protection and theirs.</i></p>	<p><i>Don't call yourself a Registered Dietitian or Nutritionist.</i></p>