Presentation Description
Health and Fitness Professionals at all levels of certification frequently find themselves working with clients that have a history of physical inactivity and/or a variety of chronic health conditions. Unfortunately, despite passionate efforts to engage clients, successful health related behavior change often remains elusive. This session will cover the rapidly expanding utilization of behavior change strategies within the health and fitness industry, and emphasize the role of health and wellness coaching (HWC) in assisting clients/patients with healthy behavior change. We will define HWC within a historical context and then present evidence-based information for HWC application, followed by examining HWC training, certification and national standards, and related professional opportunities. These issues will be discussed considering a variety of settings, including academic, corporate, and clinical.

Presentation Outline

1. Why Emphasize Behavior Change and How Do We Affect It?
   a. Potential of Behavior Change in Promoting Health and Treating Chronic Conditions
   b. History of Health and Wellness Coaching
   c. Definition of Health and Wellness Coaching

2. How Effective is Health and Wellness Coaching?
   a. Growing Evidence Base for Health and Wellness Coaching
   b. New Compendium of Health and Wellness Coaching Literature
   c. Applications of Specific Research

3. How Can I Train to be a Health and Wellness Coaching Professional?
   a. Job-Task Analysis
   b. Systematic v. Academic approach
   c. Existing Training Programs and Certifications
   d. New Standards

4. Where Do Health and Wellness Coaches Practice?
   a. Clinical / Healthcare Opportunities
   b. Corporate and Community Opportunities
   c. Self-Employed
   d. Adjunct Skill

5. Q & A
   a. Chance to Ask Panel Speakers Questions

6. Tips to Take Away for Implementation
   a. Affecting Behavior Change using Health and Wellness Coaching
   b. Good Evidence Exists and More Research is Being Done
   c. New National Standards are Being Implemented
   d. Career Opportunities Exist and Are Expanding
   e. Health and Wellness Coaching Skills can Augment an Established Career
HOT TOPIC PANEL: Power and Future of Behavior Change for Fitness Professionals
Brad Roy, Gary Liguori, and Gary Sforzo

Resources

Health and Wellness Coaching (HWC) Training
1. Wellcoaches: http://wellcoachesschool.com/
3. ACE Health Coach Program: https://www.acefitness.org/default.aspx
4. Dr. Sears Wellness Institute: http://www.drsearswellnessinstitute.org/

Sample of Academic Health Coaching degrees/certificates
1. Creighton University: MS in Health and Wellness coaching
   a. https://www.creighton.edu/program/health-and-wellness-coaching-ms
2. Arizona State University: BS in Healthy Lifestyles Coaching
3. Georgetown University: Certificate in Health Coaching
4. University of Minnesota: MA in Integrative Health and Wellbeing Coach
5. California University of Pennsylvania: MS in Wellness Coaching

Health Coaching Research