

Health Coaching:

Facilitating Health Behaviour Change for Chronic
Condition Prevention & Self-management

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Overview

- Brief History & State of Play of Health Coaching
- A Generic Health Coaching Model
- The HCA Model

Additive Approach Common to Health Coaching Models

- Telephone-based education/advice
- Lifestyle counselling
- Stages of change/readiness to change
- Motivational interviewing
- Solution-focused coaching

Health Coaching Assumptions About Health Behaviour Change

- If people could easily make changes, they would.
- Many people know generally what to do, but have trouble with how to do it.
- There are identifiable barriers that stop people from engaging in behaviour change.
- Barriers are behavioural, emotional, situational and cognitive in nature.
- There are techniques that health professionals can use to assist clients to address their barriers and more effectively engage in health behaviour change.

Barriers to Lifestyle Change

Behaviours, Emotions, Situations, Thoughts

- Readiness
- Importance
- Confidence
- Timing
- Understanding
- Remembering
- Planning & Scheduling
- Problem solving deficits
- Support systems
- Saboteurs
- Undermining beliefs
- Negative thinking
- Procrastination
- Strength of habits
- Lack of Willpower
- Lack of Waypower
- Energy levels
- Fears
- Pain & injury
- Burnout

The Generic Health Coaching Model

Health Coaching provides health education, health recommendations and behaviour change assistance

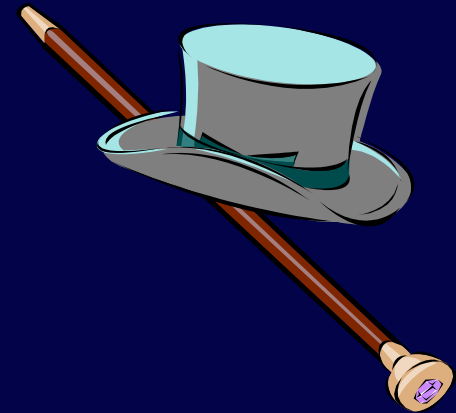
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Health Professional
Recommendations

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Behaviour Change
Assistance

The Nature of Health Coaching

Traditional Care Model

- Health professional as expert
- Client told what to do
- Extrinsic motivators
- Client required to facilitate change
- Ignores barriers to change
- ↑ Resistance to change
- Goal setting overload

Health Coaching Model

- ✓ Client as expert in own life
- ✓ Client finds own solutions
- ✓ Intrinsic motivators
- ✓ Collaboration & assistance in facilitating change
- ✓ Addresses barriers to change
- ✓ ↓ Resistance to change
- ✓ # of goals suits client

When to use health coaching

1. When you want a patient to actively **do** something for their health.
2. When you want the patient to **decide** that doing this is worth the tradeoffs.
3. When you want to increase the patients chances of successfully **initiating** behaviour change and **maintaining** their efforts over time.

Fundamental Knowledge & Skill Sets for Health Coaching Health Professionals

Knowledge & Skill Sets required for health professionals to identify and address clients' individual barriers to health behaviour change

1. Health Conditions & Health Promotion Knowledge
2. Health Behaviour Change Frameworks
3. Health Behaviour Change Interviewing Skills
4. Behavioural Change Facilitation Skills
5. Cognitive Change Facilitation Skills
6. Emotion Management Facilitation Skills

Health Coaching Models Should Give Guidance and Structure

How can I help this person,
To achieve these specific health outcomes,
At this point in time,
Given current level of readiness,
Given current barriers to changing,
Given current knowledge levels, and
Given current life circumstances??

Recommended Components for Health Coaching Models

1. The 6 Generic Knowledge & Skill Sets
2. An articulated underlying theory base
3. A guiding structure that informs health professionals which techniques to use in client consultations, based on the theoretical principles of the model.
4. A set of tools to assist health professionals to learn the techniques and guide them through the health behaviour change processes included in the model.

The HCA Model of Health Coaching

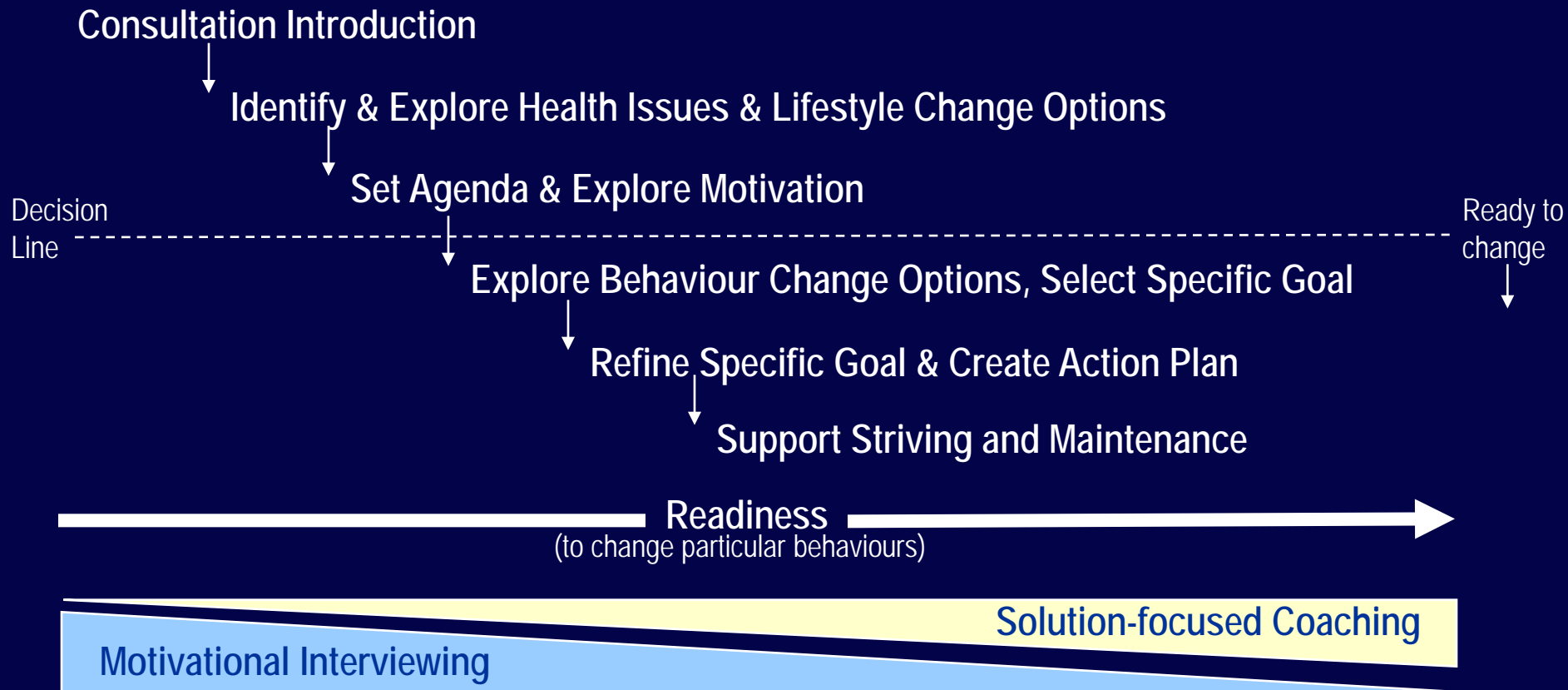
A specific health coaching model based on generic health coaching principles

HCA MODEL OF HEALTH COACHING



HCA Model = **What** to do + **Why** you are doing it + **How** to do it + a set of **Tools**
To assist clients to change health and lifestyle behaviours

HCA Model Health Coaching Structure



HCA Model Key principles - 1

- Scaling, tracking and working with **readiness** to change, **importance** in making changes and **confidence** in making changes. Use of these principles to check and increase likely efficacy of behaviour change attempts.
- Use of **brief motivational interviewing** and **solution-focused coaching**, depending upon client's assessed state of readiness at any point in time.
- Blending **cognitive change techniques** with MI and SFC techniques to enhance their efficacy by engaging the client in cognitive restructuring to increase motivation.



HCA Model Key principles - 2

- Retaining consultation **focus on the client's health** behaviour change process.
- Actively identifying and addressing behavioural, emotional, situational and cognitive **barriers** to change.
- Encouraging **trial and error** learning and pathways thinking (Hope Theory), highlighting and normalising barriers to change, building in contingency planning and relapse prevention strategies.

HCA Model Key principles - 3

- **Blending** assessment, treatment recommendations and education into the health behaviour change process.
- Use of **targeted vs global** assessment and education, depending on client's current needs.
- **Adapting pace and techniques** to suit the client (culture, literacy, intellectual functioning, personality, age, emotional state etc.).

HCA Health Coaching Theoretical Model



Audio file talking through the model available from:

www.healthcoachingaustralia.com.au

