



Public Health
England

Protecting and improving the nation's health

CVD Prevention: Health Coaching Webinar

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&

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Welcome to the CVD Prevention Webinar Series

The **Health Coaching** webinar will start at **1pm prompt**.

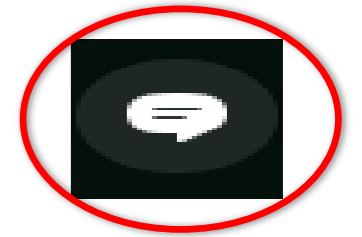
If you are looking to join by phone, please dial:
020 8495 3300, conference code: **6573483**

- This webinar presentation will be ***recorded*** and ***uploaded*** on to our website
- Instructions on how to ask a question will be displayed at the end of this presentation
- Your telephone line is automatically muted, but will be unmuted at the end.

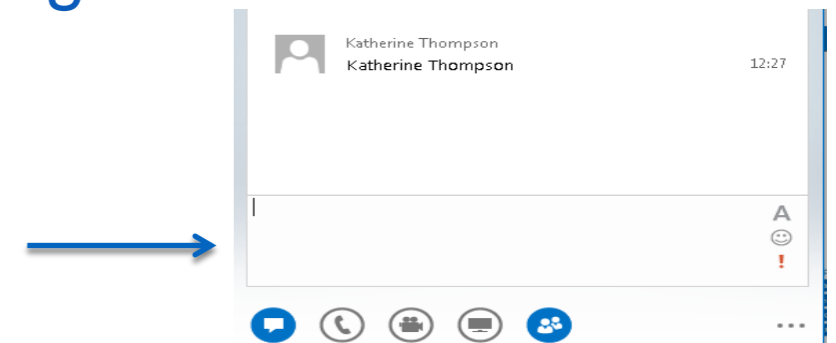


Questions – *You can raise a question by:*

1. clicking on the speech bubble icon (on web versions it will look like the second bubble)



2. typing your question into the text box and pressing enter, it will look like this



3. the chair will ask the question on your behalf

4. you can also raise a question when the chair invites questions from colleagues on the phone.

5. to increase the size of the presentation press this button the top right and click presentation view.





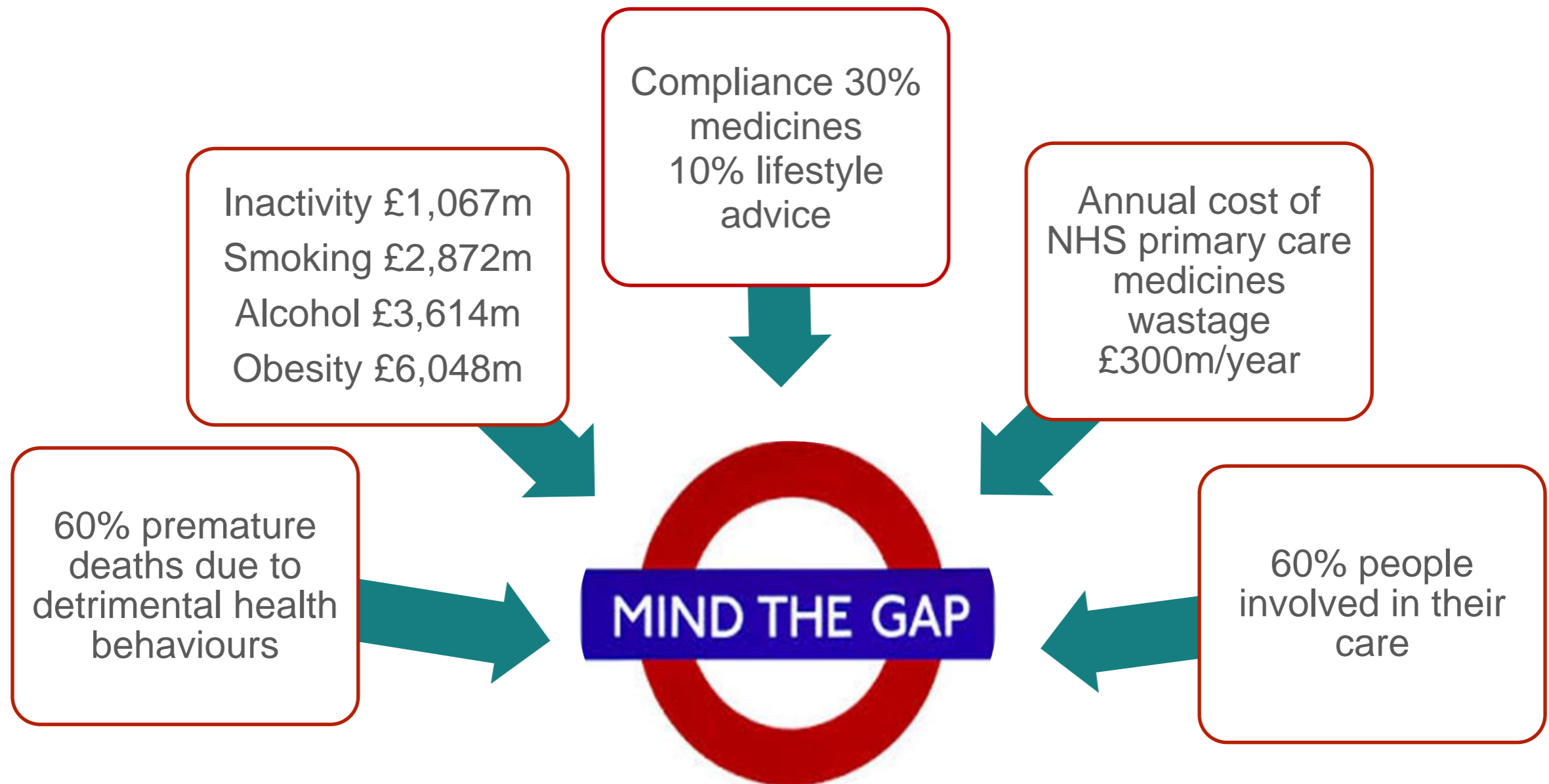
better conversation
better health
health coaching

The role of health coaching in health checks

Dr Penny Newman,
MD Norfolk Community Health and Care,
NHS Innovation Accelerator (NIA) Fellow

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www.betterconversation.co.uk

Soaring personal and NHS costs associated with LTCs



Self management more likely with partnership

162 stories from Care Opinion (2014/15)

Patients feel happy and empowered when a partnership is present (84%)

- Given time and listened to
- Clear accessible information
- Two way communication
- Treated 'holistically'
- Given options



- Feel valued and cared for
- Enhanced confidence & motivation
- More effective self-management
- Greater resilience
- Better health and quality of life

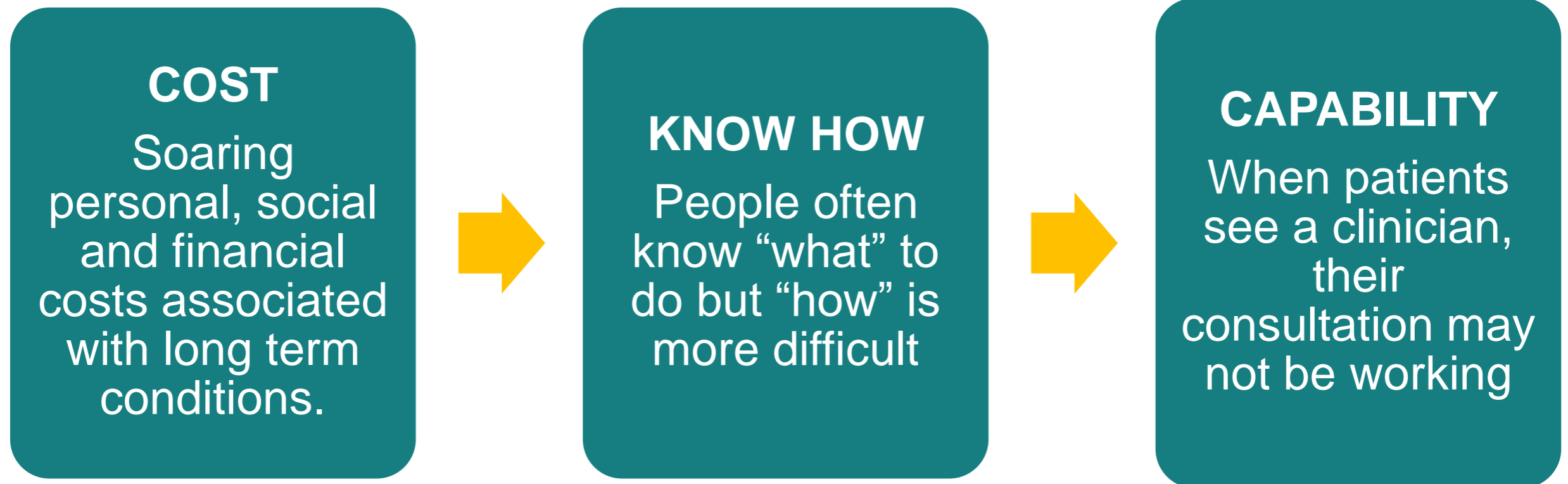
Negative impact when a partnership isn't present (16%)

- Not given respect
- Questions/concerns ignored, dismissed or contradicted
- Excluded from decisions



- Distress
- Loss of trust and confidence
- Poor "compliance" with Rx
- "Inappropriate" use of services
- Poorer health and quality of life

The challenge: health behaviour change



Coaching definitions

“Unlocking a person’s potential to maximize their own performance”

John Whitmore

“Coaching involves supporting someone to change their relationship to a problem”

Andrew McDowell

A radical change in the conversation

A Mindset Change



Clinician as Fixer
what's the matter
with the patient



Clinician as Enabler
what matters to
the patient

Guiding Principles

Health coaching is helping patients gain the knowledge, skills, tools and confidence to become active participants in their care:

Grounded in behaviour change science:

- ✓ Goal setting
- ✓ Collaborative
- ✓ Personalised
- ✓ Structured process
- ✓ Creates insight
- ✓ Empowering

Bennett et al, 2010 <http://www.aafp.org/fpm/2010/0900/p24.html>

Olsen, J.M., (2014)

Health coaching conversation



Clinician

- Role is “empower and enable”
- Trained in behaviour change theory
- Focus on whole person
- Decisions made in partnership
- Uses intrinsic motivators
- Psychological barriers addressed

Patient

- Is expert in their own life
- Plays an active role
- Identifies goals aligned to personal values
- Discovers own solutions
- Self monitors to increase accountability
- Develops skills for sustainable change

Adapted from Wolever 2013

Ingredients for Better Conversations

Active listening

Being respectful and curious about the other person's experience

Goals

Exploring what the person wants to achieve and why it's important to them

Preparation

Reducing distractions and planning how to have the conversation

Encourage Reflection

Using open questions to help the person explore and broaden their perspective

Ownership

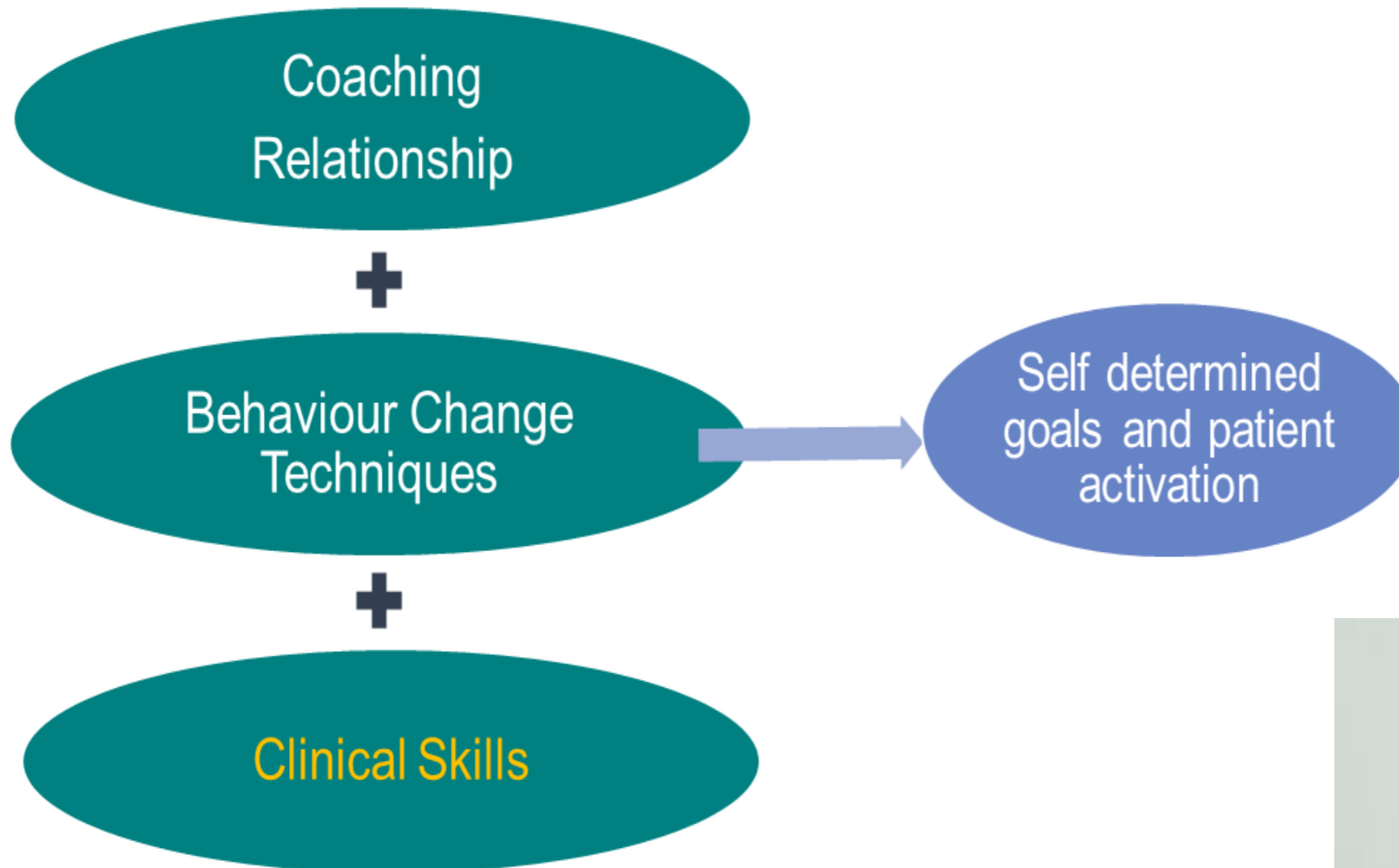
Inviting the person to generate their own ideas about what can be done

Action

Encouraging the person to take small steps in their chosen direction



Health coach training builds skills in communication and behaviour change into routine clinical practice



Our track record

- 4,000 participants, 50 trainers
- 75 health & care organisations
- Works with all health and care professionals and carers
- Disease agnostic
- Stand alone and pathways
- 3 positive independent evaluations
- Cost savings (e.g., £3.6M Rehab ward)



Organisations outside East of England
Organisations in the East of England



Compendium
Wellness Coa

Gary A. Sforzo, Ph
Miranda P. Kaye, P

First Published May

219 studies
72 RCTs
May 2017



41 RCTs VA/HSR&D Quality
Enhancement Research Initiative
(QUERI) Evidence-Based Synthesis
Program., June 2017

Internationally

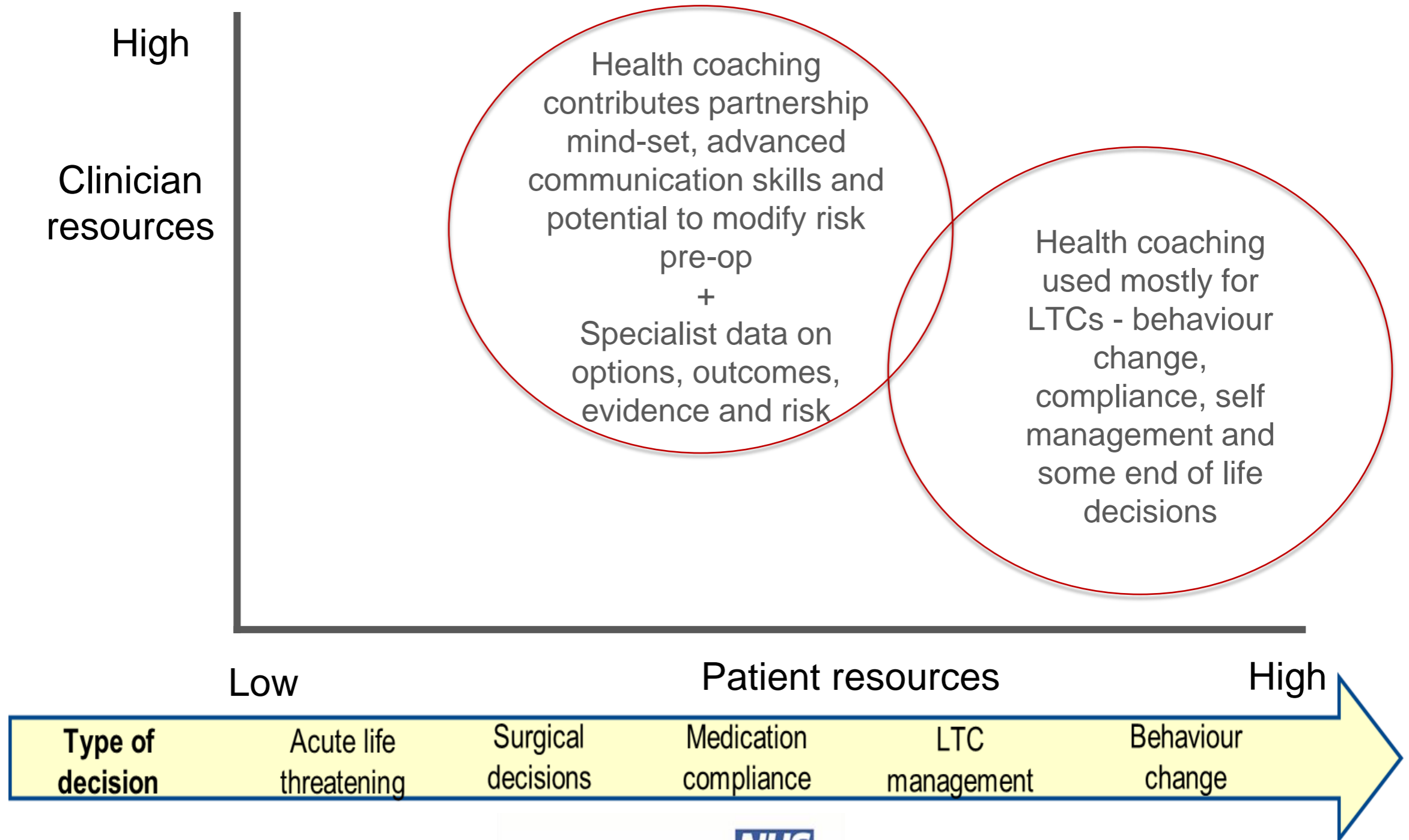
- Growing global movement and evidence base
- USA - 15-20,000 health coaches, 11 Schools, Institute, Consortium, Credentialing
- Consensus definition (Wolever 2013)
- 11 systematic reviews with impact on:
 - Behaviour change - exercise, nutrition, reduced dietary fat
 - Physical outcomes - blood sugar control, BMI, BP, cholesterol, cardiovascular risk
 - Patients confidence and satisfaction - self-efficacy, activation
 - Effective adjunct in cancer, DM, CHD
 - Research - design complexities

SDM definition

Shared decision-making is a process in which clinicians and patients work together to clarify treatment, management or self-management support goals, sharing information about options and preferred outcomes with the aim of reaching mutual agreement on the best course of action.

Coulter and Collins Kings Fund 2011

Health coaching *is* shared decision making



Newman P, June 2017

Health Coaching is an enabler of...



Activation



Person Centred Care



Asset based approaches



Shared Decision Making



Self Care



Personalized care & support planning

What are the implications for health checks?

- For the conversation
- For empowering people to change behaviour
- For medication compliance
- For complex decision making
- For services
- For clinicians



Join the conversation

Our aim is to enable people to thrive by feeling more motivated, confident and in control of managing their own health and care

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Thank you

Thank you for attending this webinar.
A feedback survey will be distributed shortly.

