



**UK & INTERNATIONAL**  
**HEALTH COACHING ASSOCIATION**

# HEALTH COACHING

## A GUIDE



**EAT WELL**



**SLEEP WELL**



**MOVE WELL**



**STRESS LESS**

Find your healthy



# Welcome!

#FindYourHealthy

To every individual, family and community who wants to empower themselves to find and maintain better health.

To every health and wellness practitioner who wants to help more clients/patients achieve and sustain better health.

To every business leader who wants to support their employees in achieving and sustaining better health.

We want to see a Health Coach in:

- In every health care practice within the private and public sector
- In schools and colleges
- In businesses
- In communities



## In this Guide

#FindYourHealthy

	Page
About UKIHCA	<a href="#">4</a>
We are all unique and want better health	<a href="#">5</a>
We want to change but need support	<a href="#">7</a>
Quote from Dr Chatterjee about Health Coaching	<a href="#">10</a>
What is 'whole health' coaching?	<a href="#">11</a>
Is Health Coaching for you?	<a href="#">12</a>
A UKIHCA-Approved Health Coach	<a href="#">16</a>
How to choose the right Coach for you	<a href="#">19</a>
Make the most of your health investment	<a href="#">22</a>
What a Health Coach is <i>not</i>	<a href="#">24</a>
Quantitative research data	<a href="#">25</a>

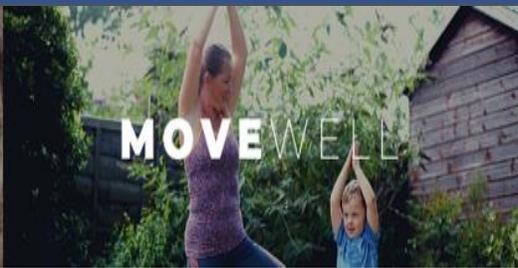
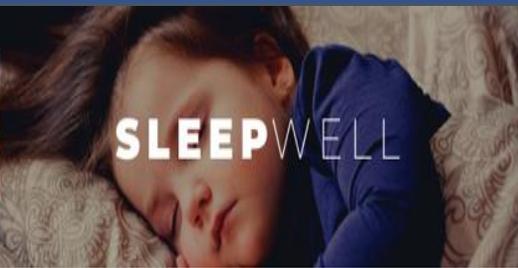
# The UK & International Health Coaching Association

We are a leading professional association for Health Coaches in the UK and internationally. We serve as a professional body for the advancement of health and wellness coaching, placing whole-health creation and sustainable behaviour change at the heart of preventing, managing and potentially reversing lifestyle-related conditions.

Our vision is for every individual to be empowered to manage their own health and wellness and to thrive in life.

We believe...

- The body and mind are nourished through natural foods and positive lifestyle choices
- People deserve the time, consideration and space necessary to help them unlock their own capacity for healing and empower them to become experts in their own health
- In people's capacity for change which makes true wellness easier than imagined and within everybody's reach
- Partnership is at the root of every positive collaboration; respect and an absence of judgement lay at the heart of good governance
- Health Coaching is powerfully effective at reversing chronic disease by providing a safe, structured environment in which people can discover the impact of the small daily choices that they can make in order to take back control of their health.



“

It is more important to know what sort of person has a disease than to know what sort of disease a person has.

Hippocrates

”

Everything that makes up our unique experience of the world, plays a part in our *personal* version of feeling healthy and well.

- Our individual purpose and meaning
- Our personal motivation and mindset
- Our lifelong habits
- Our life events and circumstances
- Our work, profession, career
- Our physical and social environment
- What we eat, how we sleep, our exercise, stress levels, relationships and social connections

**We are ALL unique**

# Our healthcare systems are struggling...

**61%**

Of us are dealing with a chronic condition

**15.5%**

Of us feel we understand what has contributed to our condition

Our GPs, hospitals, and allied healthcare services are overwhelmed by rising numbers of lifestyle-related diseases.

Small moments of **dis- ease** in our daily lives, can develop into long-term habits and choices that lead to chronic **disease ...**

- Diabetes
- Obesity
- Autoimmune conditions
- Heart disease

# We want to change...

“I would exercise, but I’m just too tired when I get home”

“I have never been a good sleeper, so that is just the way I am”

“I want to give up smoking/sugar/alcohol, but it calms my stress”

“I’m too old now to make changes that will make any difference.”

“I have tried every diet but none of them work. So, I have given up”

“I’ll be happy when I lost this weight/get a new job”

“I make plans to be healthier, but life gets in the way and I end up back where I started”

“I would love to tell someone how I feel about myself but there is no one to listen to me without feeling judged”

“I want to eat breakfast before leaving for work, but I don’t have time”

“I make plans to be healthier, but life gets in the way and I end up back where I started”

“I know that I should eat more vegetables, but my family won’t eat them”

“I want things to change but I just don’t know how or where to start”

“I want to encourage my whole family to be healthier, but they all have different needs and schedules”

“I know that mindfulness/meditation helps anxiety but I’m too busy to practice it”

“I didn’t have time again this week to do a proper food shop, so we ordered in - again”

“I would eat healthily, but healthy food is expensive”

## But we need support...

**88%**

Of us understand that lifestyle is the main cause of chronic disease in the UK and we want to know how to take control of our health

**18.5%**

Of us feel confident of taking control of our health on our own

Our research shows that we want better health, but we're overwhelmed with information about what we 'should' be doing about our diets and lifestyle.

- Where do I start?
- How do I start?
- How do I keep going?

**“I feel like I want to change...  
but I don't have support around me”**

# We feel positive...

**93.36%**

Of us feel it would be easier to make positive lifestyle change with the support of a health coach

**88.24%**

Of people who used a health coach had a positive experience

Our research showed us that...

- Working with a health coach would make it much easier to make lifestyle changes
- And that working with a health coach is a positive experience

**“Why not give health and wellness coaching a try...”**



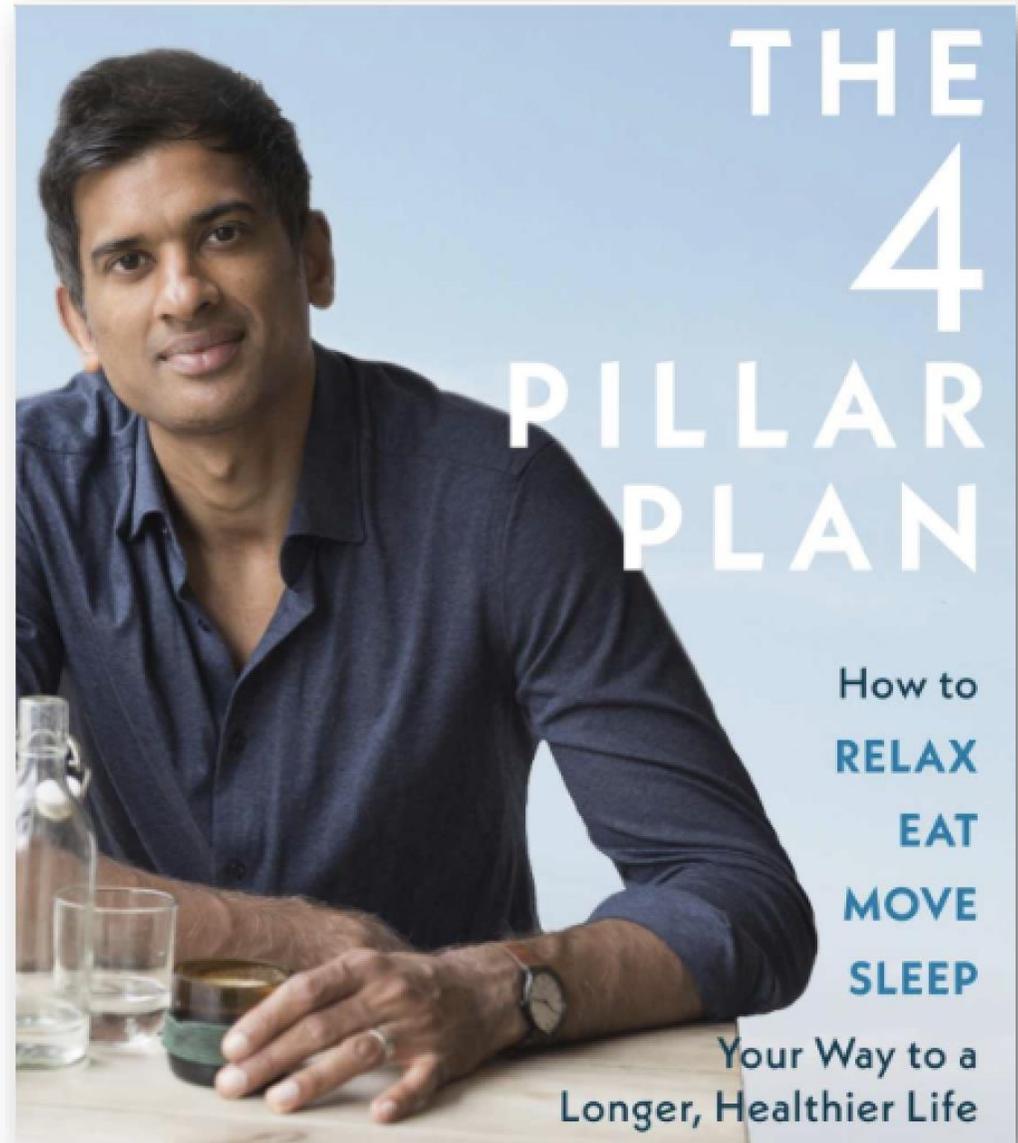
**UKIHCA**

"I often talk about how people need a 'Lifestyle Prescription,' and not a pill, to help them prevent and potentially reverse chronic lifestyle-related diseases.

A Health Coach can help you co-create exactly the right Lifestyle Prescription for you, and more importantly, support you to implement new lifestyle choices and overcome any resistance to change you might experience.

Working with a Health Coach offers the support and framework that can benefit many people and make things easier as they take back control of their own health."

**Dr Rangan Chatterjee**  
UKIHCA Advisory Panel



# Whole-Health and Wellness



- Whole health puts you at the centre of the complex and interconnected web that is your lived experience
- With space and time for you to be heard
- Your coach partners with you as a guide, supporting you to empower yourself to create your personal roadmap to whole health and wellness
- You learn to cultivate and sustain lifestyle and behaviour change that can not only manage existing conditions but potentially prevent chronic illness too
- You'll learn to create the health you've always wanted and experience what it feels like to be your best self.

**The focus is on YOU**

# Is Health Coaching for you?

- Struggling with vision, motivation, resolve and self-accountability
- Feeling overwhelmed, fatigued and stressed
- Experiencing poor sleep, brain fog, aches and pains
- Worrying about weight gain and frustrated by attempts to lose it
- Following 'diets' that only work for a while
- Struggling with a persistent, niggling or a chronic health issue
- Feeling frustrated and confused
- Feeling disheartened and hope-less

Does this resonate with you?

# What will you gain by working with a Health Coach?

- It gives you the tools, space and support to clarify your purpose and mindset, build hope and confidence
- It empowers you to take back autonomy and control and move on from your health struggles to create better health
- You'll shift deep-seated blocks and manage self-sabotage to make the sustainable lifestyle changes that create better health and well-being
- Research shows that Health Coaching has positive effects for those with chronic disease too. It helps you to understand a diagnosis and treatment plan, optimise your diet and lifestyle and get support with the difficult emotions that can result as you take steps to manage, or even reverse, a chronic illness or disease.

**It's liberating!**

# Access to unique skills...

- Building rapport and a collaborative relationship
- Listening carefully and actively and asks powerful questions
- Noticing patterns and changes in verbal and non-verbal communication
- Displaying genuine compassion, empathy - without judgement
- Offering information, mentorship and support as an ally
- Using positive psychology, coaching skills and a range of lifestyle and behavioural change techniques to build on what's working for you
- Working with you at your own pace, while encouraging aspirational goals

**No other health profession is equipped with this unique skill set**

# Group coaching – it's better together

Research shows that joining a group coaching programme can have benefits over and above individual coaching:

- Make new connections and develop a support system
- Share feelings with others and gain new perspectives
- Learn from collective wisdom and experiences
- Achieve goals more easily
- Celebrate successes together
- Great value for your investment of time and money



**Have FUN getting healthy!**

# Stepping forward with a UKIHCA-Approved Health Coach

“

If you can't fly then run,  
if you can't run then walk,  
if you can't walk then crawl...

but whatever you do, you have to  
keep moving forward.

Martin Luther King Jr.

”

- Living below par day-in-day-out, or with an unresolved or chronic health issue is exhausting
- Making lifestyle changes can be uncomfortably challenging and can often provoke fears of loss and 'deprivation'
- But step by tiny step, the pull from those ingrained habits that don't serve us *will* give way to agency and control over important aspects of our lifestyle.

[#FindYourHealthy](#)

# What you can expect from a UKIHCA-Approved Health Coach

- A graduate from a training programme that has met the Association's robust professional standards
- A professional who upholds the highest of standards in Health Coaching, commits to adhering to a [Scope of Practice](#) and upholds a [Code of Conduct](#)
- A professional who is supported by a network of professional peers
- UKIHCA-Approved Coaches are listed in our [Health Coach Directory](#)
- UKIHCA-Approved Health Coaches come from a wide variety of backgrounds and training and brings different skills and experience to their practice.
- Some Coaches work face to face, however most work remotely video conferencing, giving you the freedom to choose a coach whose experience and skills that resonate with you, irrespective of their location.

**A qualified health and wellness professional**

# What you can expect from a UKIHCA-Approved Health Coach

- A whole-health professional and expert in lifestyle and behaviour change who understands that you are unique
- A professional who can support you to manage weight, reduce stress, optimise their diet, establish an exercise regimen, manage diabetes, obesity, autoimmune disorders and other chronic and degenerative health conditions
- A professional who work with you as a client directly, or alongside a doctor or other healthcare professional
- A partner who understands and respects that you are an expert on in your own life and is non-judgmental in supporting, educating and motivating you to find simple, sustainable ways to break through resistance and overcome self-sabotage in your journey to health and wellness
- A partner who can help you to discover motivation, identify challenges and who inspires you to action

An expert in lifestyle and behaviour change

# Choosing the right coach for you - Do your research

- Before reaching out, give some thought to your health issues, goals and expectations
- Browse our [Health and Wellness Coach Directory](#) and make a short-list of the Coaches who you feel potentially match your needs
- Study the Coach's business website (if they have one) - does the content and the tone resonate? Do you get a sense of the person behind the website?
- Health Coaches are not Doctors (or nutritional therapists) - is this made clear on their profile?
- Many Coaches are also specifically qualified in other modalities, such as nutrition, personal training, psychotherapy or counselling or they may have medical or nursing qualifications. From the outset, it's important to confirm that a potential Coach's qualifications, experience and Scope of Practice and insurance will cover your particular needs
- Read about the coaching packages or programmes on offer and consider the testimonials – do they resonate? Is the price structure clear?

# Choosing the right coach for you - Make a short list

- You may now want to progress to a call with a potential Coach and explore whether you are both a good fit – remember this is a two-way process!
- Notice how the conversation makes you feel? Are you being given the opportunity and the space to express your concerns and ask questions? Do you feel heard? Are you receiving responses that feel appropriate and genuinely encouraging?
- Is the Coach clearly explaining their Scope of Practice, their methods of working and the approach they will take to helping you to achieve your health and wellness goals?
- Are you clear on what the Coach can help you with? Will there be an opportunity for you to be referred on for more specialist help, if this is needed?
- The Coach will set out the service and/or programmes they offer, discuss the price and the terms of business. Are you clear on this?
- Is the conversation leaving you feeling hopeful, optimistic and eager to start your journey?

# Choosing the right coach for you - Make a start

- If you've done your background research, progressed to arranging a conversation, encouraged by your experience and clear on your expectations, you're ready to start your journey
- Health and wellness coaching is not a 'quick-fix' – it's a process for making *long-term, sustainable* change. Most coaches will encourage you to commit to a three-month programme as it takes at least this amount of time to experience meaningful change
- You are likely to meet with your Coach (either in person or virtually) at least once every fortnight for the duration of your programme. Before, or during your first session you'll go through a thorough health and lifestyle history together. This gives your Coach an opportunity to fully understand you as a whole person and to gain an insight into your lifestyle and how this may be impacting on your health
- It is important to share as much information as possible at this stage, so that your Coach can gain a clear picture of your unique needs
- During subsequent sessions, you'll work with your Coach to co-create the ideal 'Lifestyle Prescription' for you, based on where you are in your health and wellness journey and what you are hoping to achieve. Your Coach will help you identify and overcome any 'blocks' or challenges that may get in the way of you reaching your goals

# Make the most of your health investment

- It is a normal part of the coaching process to experience set-backs, drops or loss of motivation, to become 'stuck'... or even to feel that things are not working. At these times cultivating patience, developing self-awareness and taking tiny steps forward is key. Profound change is rarely seen or felt immediately; our biology is subtle and complex and is completely unique to each and every one of us - it can take a little time to 're-calibrate'
- Your Coach will help you 'hold faith' at these times. In fact, it's at these tricky moments that working with a Health Coach becomes invaluable, as they step you through the process of becoming 'un-stuck', help you re-frame blocks and explore different strategies and tactics that may sit more comfortably with your unique lifestyle, experience and ultimately, your vision
- Your Coach will help keep you accountable to your own goals and will be 'holding up the mirror' so you can see what you have achieved and how far you have travelled in your journey
- Be honest with your Coach – this relationship is non-judgmental and most Coaches have been through their own health journey and can relate to your situation
- This investment can be life-changing - building mutual trust based on open and honest communication plays an important part

# Make the most of your health investment

- Ask questions. And more questions. The more confident you are in understanding the ‘reason why’ behind any suggestion for change, the more you’ll be able to relate to it and incorporate it into your life.
- Commit to the process and ‘stay in the room’ – even when change becomes difficult or challenging – and stick with it. Your Coach is there *specifically* to help you get through these times and will work with you to find an alternative approach, or to break things down into smaller steps or tweak the protocol in some other way that will make it more do-able for you.
- Don’t ‘throw in the towel’ - cultivate patience and self-compassion. Simple ‘fixes’ are rare, but you will be amazed at the compound long-term benefit of making small and seemingly insignificant changes. Health, like Rome, was not created in a day.
- At the end of your agreed programme and depending on where you are in terms of achieving your goals, you may be invited to renew your agreement. Working with a Health Coach can be like peeling back the layers of an onion, where removing or reversing one issue, allows you to move on and deal with the next. Only you can tell when you are ready to and able to continue your journey on your own.

**Your health is your wealth - every deposit you make now will return compound benefits for your future health and wellness.**



## What Health Coach is *not*...

- First and foremost, Health Coaches are experts in supporting lifestyle and behaviour change, using coaching techniques, however they may also hold other qualifications
- Before starting to work, it is important to check with a potential Health Coach that he or she is equipped to meet your needs, by clarifying the Scope of Practice defined by their qualifying school *and* the scope of their insurance cover
- A Health Coach is not a doctor, a dietician, a nutritional therapist or a counsellor
- Coaches don't assess symptoms, make diagnoses or treat specific conditions, but they can and do work alongside doctors, registered dietitians, nutritionists and other health care practitioners
- Health Coaches are uniquely trained in lifestyle and behaviour change, equipping clients to empower themselves to make healthier food and lifestyle choices and adopt sustainable healthy habits and behaviours
- While Health Coaches are not nutritional therapists, some (but not all) Coaches are trained more specifically in optimising nutrition to support body systems, not treating health conditions



We asked  
YOU

## OUR QUANTITATIVE RESEARCH

- The data presented in this Guide is based on research we conducted in October 2019 in collaboration with TalkHealth one of the leading online patient health communities in the UK, providing information and support for those with chronic health conditions
- We spoke to hundreds of people up and down the country in a bid to understand how they felt about their health and wellness and whether they were getting the support they need to manage it pro-actively
- The data we have gathered demonstrates just how much health and wellness coaches are needed and what an important resource they are for the health of the nation
- For more information contact us [info@ukihca.com](mailto:info@ukihca.com)

How do you feel about YOUR health?



UKIHCA

Before  
you go...

This Guide explains the nature and process of Health Coaching and the role of qualified and insured UKIHCA-Approved Health Coaches in that processes.

Please ensure that the health and wellness professional with who you are working is appropriately qualified, insured and is working within their Scope of Practice.

This Guide does not offer any medical or therapeutic advice. If in doubt, or on medication always consult your primary healthcare practitioner.

**Follow us:**

Instagram: [@ukihca](#)

LinkedIn: [linkedin.com/company/ukhca](https://www.linkedin.com/company/ukhca)

Website: [www.ukihca.com](http://www.ukihca.com)

**Contact us:**

[info@ukihca.com](mailto:info@ukihca.com)

© UK & International Health Coaching Association 2022

No part of this guide may be reproduced or modified in any form, including photocopying, recording, or by any information storage and retrieval system, without permission in writing from the publisher.



# UK & INTERNATIONAL HEALTH COACHING ASSOCIATION

*The UK & International Health Coaching Association is a non-profit organisation serving as a professional body globally for the advancement of health coaching.*

*By placing sustainable lifestyle and behaviour change at the heart of preventing, managing and potentially reversing lifestyle-related conditions, we work towards a vision of every individual being empowered to manage their own health and wellness and to thrive in life.*

UK Health Coaches Association T/A UK & International Health Coaching Association is a company registered in United Kingdom  
Registered number: 11260074  
Registered office: 10 Lonsdale Gardens, Tunbridge Wells, Kent, TN1 1NU.