

# Health and Lifestyle Coaching: The Dietitian as the Facilitator of Behavior Change

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It's Your Life

Henry Ford Allegiance Health



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# Session Objectives

- Understand the role of a health coach and why dietitians are a unique fit
- Become familiar with the coaching process
- Learn how to establish and maintain a strong client relationship
- Discover useful tools and tips for successful behavior change



# What is a Health Coach?

- A wellness authority and supportive mentor who motivates individuals to cultivate positive health choices
- Educate and support clients to achieve their health goals through lifestyle and behavior adjustments



# What is a Health Coach?

- Health and Wellness Coaches partner with clients seeking self-directed, lasting changes, aligned with their values, which promote health and wellness and, thereby, enhance well-being. In the course of their work health and wellness coaches display unconditional positive regard for their clients and a belief in their capacity for change, and honoring that each client is an expert on his or her life, while ensuring that all interactions are respectful and non-judgmental.



# Where do Health Coaches Work?

- Corporate wellness programs
- Physician's offices
- Fitness facilities
- Health Clinics
- Health and wellness blogs
- Online coaching programs



# Dietitians as Health Coaches

- What makes Health Coaching a great opportunity for RDs?



# Dietitians as Health Coaches

- What makes Health Coaching a great opportunity for RDs?
  - Agents of change
  - Experts in nutrition
  - Highly skilled in disease management and physical activity promotion
  - Legal authority to guide individuals with co-morbidities and those with moderate to high health risk
  - Skilled in goal setting



# It's Your Life Program Details

- Program enrollment
- Online Health Assessment
- Biometric Screening (height, weight, BP, lipids, glucose)
- Health Coaching
  - 2-3 sessions per year



# Covered Topics

- Nutrition
- Physical activity
- Tobacco Cessation
- Stress management
- Addiction
- Personal empowerment
- Sleep health
- Connecting clients to services



# Health Coaching Process

- 15-20 minute session
- Review Health Assessment results
- Meet clients where they are and understand where they want to go
- Set SMART goals



# Building a Strong Client Relationship

- Building rapport
- Take the time to understand the clients own goals and values
- Recognize the client as the expert
- Avoid using jargon
- Two ears, one mouth



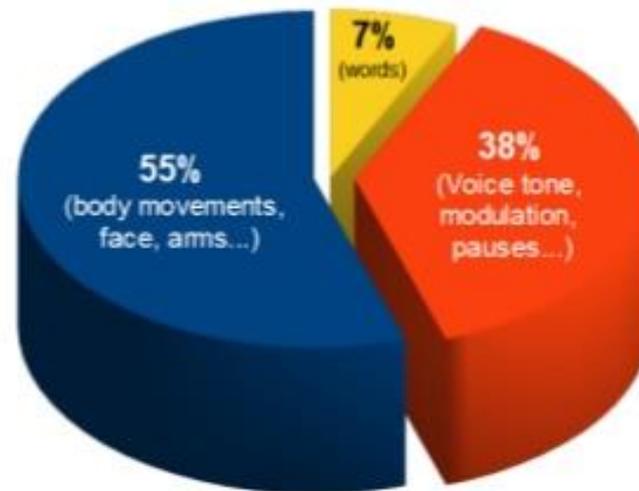
# The Power of First Impression

- 1/10<sup>th</sup> of a second to form a first impression
  - Do I trust them?
  - Can I rely on them to help me?
  - Do our personalities work together?
- Smile
- People focus on how you make them feel
- Be aware of your tone of voice, breathing, pauses, energy level



First impressions aren't determined by what you say—but **HOW** you say it.

What people see and how you make them feel can mean more than the words you say.





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The simple act of  
paying attention  
can take you a long  
way.

*Keanu Reeves*

*listen to*  
understand  
*not to say*  
something back in return.

The most  
desired gift of  
love is not  
diamonds or  
roses or  
chocolate.

It is focused  
attention.



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# Be Aware of Your Own Biases

- How might your first impressions prejudice you against someone else?
- Practitioner's bias can lead to over or underrate a person's ability to change
- Can have an adverse effect on clients' health and outcomes





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# Lasting Behavior Change Strategies



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# Setting a solid plan

- Have a specific long term goal for your overall health in mind
- Set small, realistic goals that you hit toward your ultimate goal
- Measure and track progress



# SMART Goals

- **Specific:** What will be accomplished?
- **Measureable:** How will you track you progress?
- **Achievable:** What are potential barriers? How will you overcome them?
- **Realistic:** Does the goal seem worthwhile? Is now the right time?
- **Time-bound:** When will this be accomplished?





**10** I'm completely confident I will do this

**7** Set goals with a confidence level of at least 7, where you're pretty sure you will achieve it.

**0** I'm not confident at all



# Small Steps to Move Toward Your Goals

- Substitute non-caloric drinks for caloric containing ones.
- Eat 2 servings of vegetables a day.
- Eat one meal mindfully each day.
- Stop eating at least 3 hours before bedtime.
- Get at least 7 hours of sleep every night.
- Get at least 150 minutes of aerobic activity each week.
- Include 2 days of strength training a week.
- Write in gratitude journal every morning.
- Eat ½ portions when eating out, and take the other ½ home for another meal.
- Eat protein, fruit and a whole grain at breakfast every morning.
- Whenever eating a high sugar and/ or high fat treat, take no more than a 2 bite portion, and eat mindfully.
- Sign up for a 5K run/ walk this year
- Review mission statement and goals every morning.
- Sign up for charity event/ volunteer work.
- Read for pleasure for at least 20 minutes before bed.
- Pack lunch for work every day.



# Don't Give Up Too Soon

- Making lifestyle changes takes hard work, discipline and time
- How realistic are your expectations?
- 5-10% weight loss in 6 months followed by 6 month maintenance
- Approaching the fork in the road



# If-Then Strategies

- **If** I have to eat fast food; **then** I will go to Wendy's where I will have a plain baked potato with some chili on top.
- **If** it is raining outside, **then** I will replace my outside walk with an exercise DVD.
- **If** I want to eat and I'm not hungry, **then** I will distract myself by listening to my Ipod for 10 minutes.



# SMART Goal Setting Practice



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# Coaching Scenario:

Roberta is a 50 year old woman who wants to lose 25 pounds. She works 10 hour days in an engineering practice. She lives with her husband and is often busy on the weekends visiting her daughters at college and attending volunteering commitments. She works out 3 days a week, weight lifting .

Typical breakfast: Coffee and toast

Lunch: Fast food (Qudoba, Chinese, Subway, Wendy's)

Dinner: Salad, meat, pasta or potatoes. When she's really tired she just has cereal for dinner.



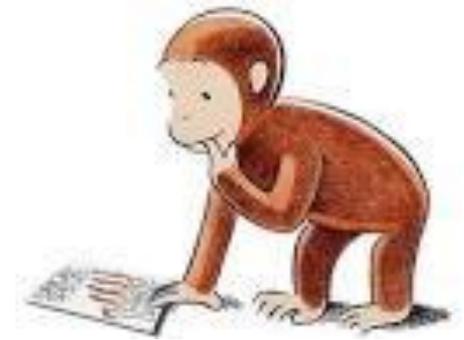
# Coaching Scenario

- Tom is a 64 year old with Type 2 diabetes, high cholesterol and high blood pressure (all controlled with medications). His BMI is 34. He controls his portions during the week but eats out every Friday, Saturday and Sunday nights with friends. He has a stationary bike that he rides 15 minutes 4 days/week. He has set a weight loss goal for 5 years but his weight increases a few pounds every year.



# There will be days when you don't meet your goals. Don't get depressed, get curious:

- Turn a bad day into good data
  - What was different about the bad day compared to a good day?
- Draw on past successes
  - What needs to change so you can sustain for a lifetime?



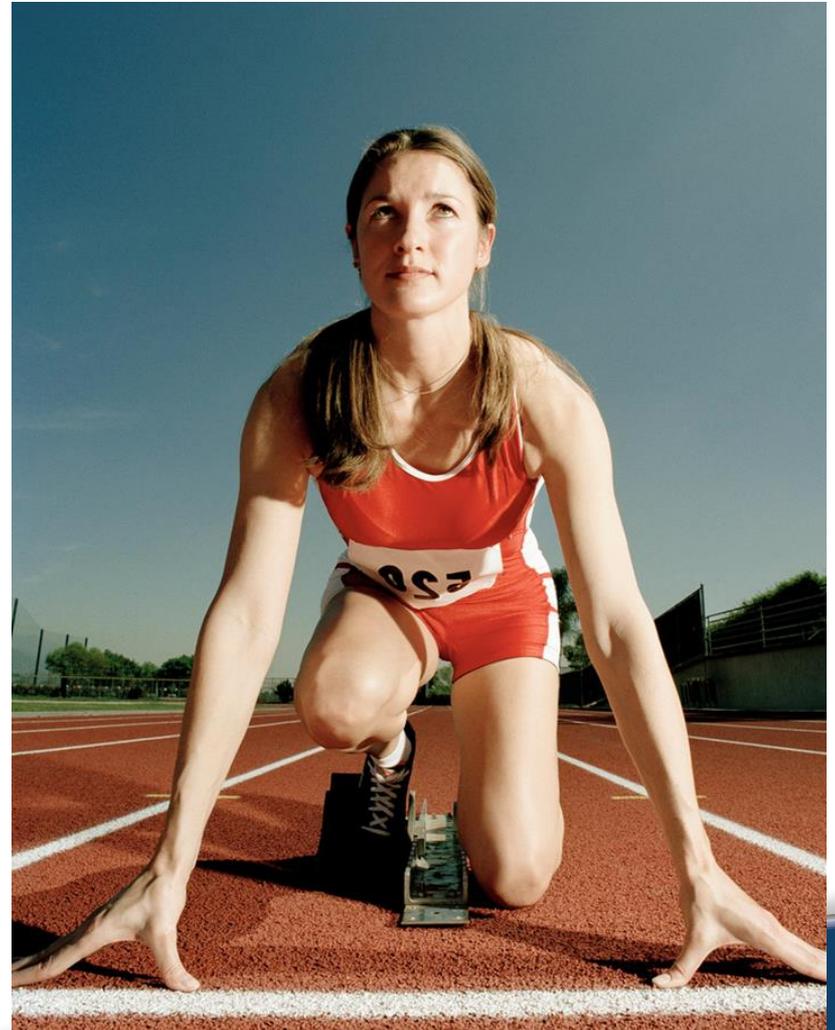
# Failure occurs because of two reasons:

1. Doing things without thinking about them.
2. Thinking about things without doing them.

# Motivation

People assume that motivation must happen before action.

However, if you can get the action going, often motivation will follow.



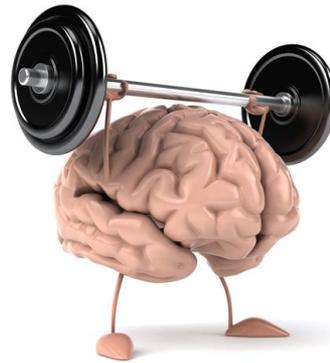
# Studies on Willpower

- In times of chronic stress, the stress response floods the body with energy to act instinctively and steals it from the areas of the brain needed for wise decision making.
- Sleep deprivation is a kind of chronic stress that impairs how the body and brain use energy, which makes it more difficult to make good decisions.
- Nutrition is very important because it also influences how available energy is for the brain to make good decisions.
- Studies show that willpower tends to get depleted the more we use it in a day, but can be strengthened (like a muscle) the more we use it over time.



# How To Strengthen Willpower

- Manage chronic stress
- Physical exercise leads to positive changes in the brain, especially the prefrontal cortex, that are involved with our ability to practice self control.
- Adequate sleep (7 hours)
- Proper nutrition, including regular feeding of healthy carbohydrate.
- Small, realistic goals
- Meditation



# Meditation

- Improves a wide range of willpower skills, including attention, focus, stress management, impulse control and self-awareness
- Changes both the function and structure of the brain to support self-control

- Stronger immune systems
- Enhanced attention
- Lower blood pressure
- Less anxiety and depression
- Increased compassion and empathy
- Fewer binge episodes
- Lower blood sugar
- Improved sleep
- Better pain management



# Mindfulness

- The awareness that arises from paying attention on purpose in the present moment, non judgmentally
- Set aside time each day. Start with 10 minutes
- Apps
  - Headspace
  - Stop, Breathe & Think
  - Take a Break
  - Inside Timer



it's all about which way you look.



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# Expressing Gratitude

- Being grateful has been shown to improve physical health. Grateful people experience fewer aches and pains and report feeling happier than people who don't practice gratitude
- Gratefulness boosts happiness and reduces depression, improving psychological health



# Expressing Gratitude

- Writing in a daily gratitude journal enhances sleep
- Gratitude strengthens empathy, making us more sensitive to the needs and emotions of others and reduces aggression
- Recognizing all you have to be grateful for, even during moments of great challenge, fosters resiliance



# CHANGE YOUR WORDS— CHANGE YOUR MINDSET

I don't understand

*What am I missing?*

I give up.

*I'LL USE SOME OF THE STRATEGIES I'VE LEARNED.*

I made a mistake.

*Mistakes help me improve.*

This is too hard.

*THIS MAY TAKE SOME TIME AND EFFORT.*

It's good enough.

*IS THIS REALLY MY BEST WORK?*

I'll never be as smart as her.

*I'm going to figure out what she does and try it.*

I can't make this any better.

*I can always improve; I'll keep trying!*

I can't read

*I'm going to train my brain in reading*

I'm not good at this.

*I'm on the right track.*



# Learning More

- International Consortium for Health and Wellness Coaching (ICHWC)
  - National Board Certification for Health and Wellness Coaches
  - ICHWC.org
  - Must complete an approved program

