



## The HealthCoachPlus™ Programme Advanced Training for Health and Wellbeing Coaches

Advanced Training for Social Prescribing teams and Healthcare Professionals who may need to use Health Coaching Skills in their role.

The **HealthCoachPlus** Programme is a two-day, online training programme for members of Social Prescribing Teams and other healthcare professionals who may need to use health coaching or motivational interviewing skills as part of their role.

Within Primary Care, Social Prescribers/Link Workers, Care Coordinators and Health and Wellbeing Coaches give people time, focusing on 'What Matters to Me'. Using the principles of Personalised Care, they take a holistic approach to people's health and wellbeing, connecting people to community groups and services for practical and emotional support. Health Coaching techniques, used as part of this Personalised Care approach provide people with the knowledge, skills and confidence to take greater control over their health and wellbeing.

Within the wider community, a great many healthcare professionals benefit from being able to use health coaching techniques from time to time in their varied and different roles. Whether members of Social Prescribing teams, Community Connectors, Advocates, Mental Health workers, Physiotherapists or Addiction therapists, health coaching techniques are a valuable approach when encouraging patients and service users to take greater control over their own health and wellbeing.

The **HealthCoachPlus** Programme provides healthcare professionals with the essential skills and techniques from our Personalised Care Institute (PCI) Accredited SocialPrescriberPlus programme, and adds the 'special to role' skills and approaches needed for using health coaching or motivational interviewing approaches.

### Who should attend the HealthCoachPlus Programme

The **HealthCoachPlus** training programme is suitable for:

- Newly appointed or currently in-role Social Prescribers, Link Workers, Care Coordinators and Health Coaches who wish to develop an expertise in health coaching and motivational interviewing skills.
- Other healthcare professionals operating in the community or voluntary sector who may need to use health coaching and motivational interviewing as part of their roles.

It is estimated that around  
**20%**  
of patients consult their GP for what are primarily social or wellbeing problems.

## The HealthCoachPlus Programme

The syllabus of the HealthCoachPlus Programme is applicable to all current and prospective Social Prescribers, Link Workers, Health Coaches and Care Coordinators, whether they are PCN/Practice based or operating in the Social sector or wider community. The Programme provides practitioners with all the knowledge, skills and confidence to work effectively with vulnerable patients or clients, using health coaching techniques to help them navigate the wider health and social care system and take greater control over their health and wellbeing.

Regardless of the sector or nature of the role, healthcare professionals and members of Social Prescribing teams all require a similar set of skills and competencies. They will normally have been carefully selected or recruited for their combination of health care experience, soft people skills and a real desire to help their patients to live a healthier life. The HealthCoachPlus Course builds on these innate person qualities and provides the skills, techniques and competencies required to engage on a more effective and holistic level with their patients/clients.

With the change in working practices driven by COVID, the Programme is delivered by our accredited trainers through the Zoom online video conferencing platform. The programme also provides extensive guidance on how to address the challenges posed when face to face contact with patients is impractical, and when telephone contact is the only means of holding a consultation.

### Social Prescribing Delivers Results:

An average

# 28%

reduction in demand  
for GP services  
following referral.

An average

# 24%

fall in A&E attendance  
following referral.

*University of Westminster*

### Features of the HealthCoachPlus Programme

- Delivered online through the Zoom video conferencing platform or face to face at a venue of your choice (subject to current social distancing rules).
- Training customised to the nature, working environment and specific needs and circumstances of the Health and Wellbeing Coach
- Four half day modules, including a Reflective Practice/Active Learning session and facilitated ongoing networking opportunities.
- Access to a comprehensive and continuously updated media and assets web library containing forms, templates, policies and thought leadership articles.
- Each Health Coach has access to 24/7 telephone support for 12 months following the training.

### Delivery Methods

Our **HealthCoachPlus** programme can be delivered face to face at your choice of venue or via the Zoom online conferencing platform.

#### The benefits of using Zoom include:

- Access the **HealthCoachPlus** workshops on phone, tablet or desktop.
- No Zoom account needed by participants.
- Every delegate has access to a full video recording of the entire workshop.
- HD Video and HD Voice.
- Zoom's Breakout Rooms allow pairs and group working and coaching skills practice.
- View presenter slides and fellow participant screens at the same time.



## The HealthCoachPlus Programme

The HealthCoachPlus programme comprises 4 half day modules, three of which normally take place over 2 days and the fourth which takes place several weeks after the delegates take up their new role. The Programme is delivered online via Zoom.

### Module 1

- Introduction to Health Coaching – purpose of the programme and support available.
- The Primary and Secondary Care and voluntary sector environment.
- Introduction to Personalised Care and its relevance within community engagement.
- The Social Determinants of Health – a wider understanding of the nature of health and wellbeing.
- Strengths Based Approaches – the client’s central role as the expert in their own health and wellbeing.
- Building productive and supportive relationships with clients – Knowing, Liking, Rapport and Trust.
- Understanding the clinical nature of the typical conditions that clients present with, and awareness of how these can/should influence the type of engagement and chosen approach.

### Module 2

- Understanding the nature of behaviour change, the COM-B model of change.
- Introduction to DNA Insight’s ‘Health and Wellbeing Prism’ tool for structuring a client conversation and measuring impact.
- Concept of Patient Activation, how to assess it and how to determine the most appropriate approach based on identified activation level.
- Active Listening techniques and the Counselling environment.
- Health Coaching techniques, approaches and practice.
- Judging which to use for different clients. Aide Memoire for question types.
- Knowing one’s own capabilities, boundaries and limits of expertise.
- When to refer on to medical support.

### Module 3

- Motivational interviewing techniques, approaches and practice.
- Personalised Care and Support Planning – structuring the conversation and completing the PCSP Plan.
- Directories of Service (DoS) – creation of bespoke DoS for your area and scheme
- Introduction to Reflective Practice.

### Module 4

**Module 4 takes place approximately 4 weeks after delegates have started in their new roles and is designed to provide further group support whilst allowing delegates to bring case studies and challenges to the wider group for discussion and resolution. It is based on the Active Learning Set model, widely used throughout the NHS and business, and adds key networking approaches that will build a supportive, professional, and resilient peer support group for the delegate into the future:**

- Reflective Practice Discussion.
- Active Learning Sets.
- Building Resilience – self and in Clients.
- Networking and peer support activities.



## The Key Attributes and Competencies of the Health Coach

### Person Attributes

Successful health coaches are often described as excellent advocates for their patients/clients, able to negotiate effectively with both clients and providers to achieve the best outcomes. They are competent, compassionate, empathetic, persistent, resilient, diplomatic and organised, with excellent communication skills and the temperament to work effectively without close supervision.

### Active Listening

'Active Listening', as its name suggests, requires the Coach to fully concentrate on what is being said rather than just passively 'hearing' the message of the speaker. Most people don't listen with the intent to understand, they listen with the intent to reply. Active Listening focuses on the understanding and is a skill that allows the Coach to engage on a more intimate level with the patient or client and make sense of what they are saying.

### Health Coaching Techniques

Health Coaching helps patients to gain the knowledge, skills, tools and confidence to become active participants in their own care, so that they can achieve their self-identified health goals. Health Coaching is a patient-led partnership that occurs through a process of client enlightenment and empowerment, facilitated and encouraged by the Health Coach. Typically, health coaching is used to support those patients that have complex long-term conditions and low confidence, but are prepared to take action to manage their own long term health and wellbeing.

### Motivational Interviewing

Motivational interviewing is a style of patient-centred counselling that enables the Coach to facilitate change in their patient's health-related behaviours. It is a technique that allows the Coach to move an individual away from a state of ambivalence or uncertainty and towards finding motivation to making positive decisions that improve their health and wellbeing. Typically, motivational interviewing is used to support patients with a low initial activation level.

## Assessment, Feedback, Evaluation and and Long-Term Support

DNA Insight provides extensive assessment, feedback and support for 12 months following the conclusion of training. This includes:

**Assessment** – The **HealthCoachPlus** Programme is based upon our Personalised Care Institute Accredited SocialPrescriberPlus programme. Delegates are assessed during the Workshop on their understanding of the skills and techniques, and their ability to put them into practice. Successful delegates receive a Certificate of Training that provides evidence for CPD.

**Feedback** – Delegates are encouraged to complete a feedback form after each module. This allows us to conduct quality assurance and to continually review and improve the programme. Where delegates are part of a wider organisation that has arranged for their attendance, feedback forms can also be provided to the commissioner if required.

**Long Term Support** – Delegates have access to 24/7 telephone support from their trainer for 12 months following the training. Delegates also have access to a continually updated media and assets web library containing templates, forms, policies, videos and thought leadership articles on Social Prescribing.

*DNA Insight is a healthcare training consultancy. We provide guidance and training to GP Practices, PCNs, CCGs, ICSs and voluntary sector organisations in all aspects of Social Prescribing, Active Signposting & Care Navigation and Correspondence Management & Workflow Optimisation. Our programmes can be delivered face to face or via the Zoom online conferencing platform.*

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