

Clarifying CC360 Coaching:
Updated NBHWC Scope of Practice and
Updated PSA Rubric



Updated NBHWC Scope of Practice



Health and wellness coaches engage individuals and groups in evidence-based, client-centered processes that facilitate and empower clients to develop and achieve self-determined, health and wellness goals. Coaches assist clients to use their own insight, personal strengths, and resources to set goals, commit to action steps, and establish accountability in building an envisioned healthy lifestyle. In this way, coaches empower clients through encouragement, exploration, the mobilization of internal strengths, the identification and utilization of external resources, and through the support and development of self-management strategies for executing sustainable, healthy lifestyle changes.

The coach's role is one of accountability partner, not director, in navigating behavioral change and exploring opportunities for growth and development. As facilitators of the behavior change process, health and wellness coaches support clients to achieve self-directed goals and behavioral changes consistent with the client's vision for health and wellbeing, informed by any treatment plans prescribed by the client's professional healthcare team. When appropriate, health and wellness coaches may offer evidence-based resources or information from nationally recognized authorities. Additionally, when working under the license of a qualified medical or allied health professional (e.g., physician, psychologist, physical therapist), health and wellness coaches may support the implementation of those professionals' treatment plans. On their own, however, coaches themselves do not diagnose, interpret medical data, prescribe or de-prescribe, recommend supplements, provide nutrition consultation or create meal plans, provide exercise prescription or instruction, consult and advise, or provide psychological therapeutic interventions* or treatment.

Health and wellness coaches who hold additional, active, national or state-recognized credentials may provide expert support and guidance within their professional scope for that credential; however, disclosure of the professional role and potential conflicts of interest must be discussed with the client and documented from the onset of a professional relationship. Health and wellness coaches should only function in dual roles with conscious intention and by clearly outlining both professional capacities, through discussion and documentation, as well as defining the boundaries of each. Further, health and wellness coaches must be well-versed in the professional capacity of each role, including the limits of knowledge and skills respective to each role, understand and demonstrate how to work within the limits of each professional role, and comply with all guiding ethical principles to ensure client interests and needs are at the forefront of the coach-client partnership.

**Therapeutic interventions are methods by which relevant, qualified professionals attempt remediation of a diagnosed medical or mental health condition, guided by the indications and contraindications noted for the intervention itself. Examples of therapeutic interventions provided in the context of treatment include, but are not limited to: Cognitive Behavioral Therapy (CBT), Eye Movement Desensitization and Reprocessing (EMDR), Solution Focused Therapy, Dialectical Behavioral Therapy (DBT), Internal Family Systems Therapy, and other such therapies and treatments relevant to the treatment of diagnosed medical and mental health conditions.*

Updated NBHWC Practical Skills Guidelines

Key Takeaways:

- Focuses more on coaching PROCESSES versus individual coaching skills.
- Looks beyond the first session and highlights common threads throughout all sessions.
- Heavier emphasis on cultivating motivation for behavior change versus goal setting. (Why versus How)
- Added Visioning and Progress Monitoring
- Added Scope of Practice to skill of Sharing Information.

Updated PSA Skill: Information Sharing and Scope of Practice



Added the following observable skills:

- *Recognizes and identifies red flags in emotional functioning that may need a mental health or physical health consult as appropriate.*
- *Stays within HWC scope of practice when information sharing and offering resources from nationally recognized authorities.*
 - *Examples are the CDC, NIH, and Healthy People 2020, among others.*

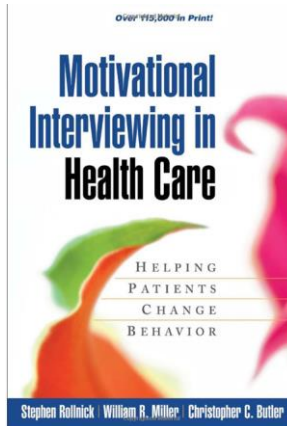
Motivational Interviewing in Health Care

2023 2nd Edition

- Core MI Skills Listed
 - Asking
 - Listening
 - Affirming
 - Summarizing
- Listening described as Listening Statements - a skillful statement that guesses the client's meaning
- Affirming described as the least used skill in Health Care
- MI Processes described in detail
 - Engaging, Focusing, Evoking, and Planning

2008 1st Edition

- Core MI Skills Listed
 - Asking
 - Listening
 - Informing
- Listening focused on incorporating Reflections
- Summaries were described in Listening chapter
- Informing was described in MI style: Ask-Offer-Ask
- MI Processes not mentioned





How do these changes affect CC360 and CCI?



CATALYST COACHING 360

CC360 and Updated Scope of Practice

- Clarifying role and responsibilities of Coach and Client
- Recognizing the difference between Coach and Educator
- Staying within scope of a CC360 coach
- Limiting the offering of resources
 - Check client's stage of change
- Being aware of and addressing client's misconception of coaching

Role and Responsibilities



Coach

- Role: Accountability partner and facilitator of behavior change
- Responsibilities:
 - Increase client's awareness of strengths, values, successes.
 - Cultivate intrinsic motivation of client that supports client's progress on client's goals

Client

- Role: Driver of health and health change
- Responsibilities:
 - Develop self-determined goals.
 - Be accountable to their goals.
 - Self-educate (increase knowledge).
 - Determine solutions with an experimental mindset.



Coach versus Educator/Consultant

Coach

- Goal: Inspire and advocate
- Relies on client taking responsibility
- Assumes as little as possible
- Focuses on engaging the client in the behavior change process

Educator/Consultant

- Goal: Educate and direct
- Relies on dispensing information
- Assumes knowing is doing
- Focuses on reducing problems and providing solutions

Scope of CC360 Coaches

- NBHWC Scope of Practice: “Health and wellness coaches who hold additional, active, national or state-recognized credentials may provide expert support and guidance within the professional scope for that credential...”
- CC360 Coaches: Keep coaching hat on 100%





Recommending Resources

- Offering recommendations
 - Can slow down client engagement and subsequent change process.
 - Can be limiting
- Scenarios
 - Suzanna - Offering fish recipes
 - Sabryna - Offering meditation

NBHC Approved Resources 2023

Updated NBHC Scope of Practice:

“When appropriate, health and wellness coaches may offer evidence-based resources or information from nationally recognized authorities.”

Specific resources and guidelines are listed in the **NBHC Study Content Outline, Section 3 Health and Wellness.**

*“Since the coaching relationship is client-centered, the coach’s focus is determining what the client already knows, needs, and wishes to learn about. The coach then supports the client in obtaining credible health and wellness information **(while exploring the client’s preferred way of research).**”*



Addressing the Client Who Says They Want to Be Told What to Do



- Recognize it could be a form of ambivalence.
 - Being passive = Not engaging in the coaching process
 - Coach needs to try something else!
- Client might not be used to coaching style.
 - “It seems there may be some confusion about coaching. Do you mind if I explain more about the coaching process?”
 - “There are healthcare professionals whose role it is to give information and advice, like doctors and dieticians. Coaches help individuals figure out the steps that are right for them - to move forward. We help people increase motivation and create healthy habits. Now that I’ve described that, what are your thoughts?”



Scope of Practice updates:
How they affect us as CC360
coaches



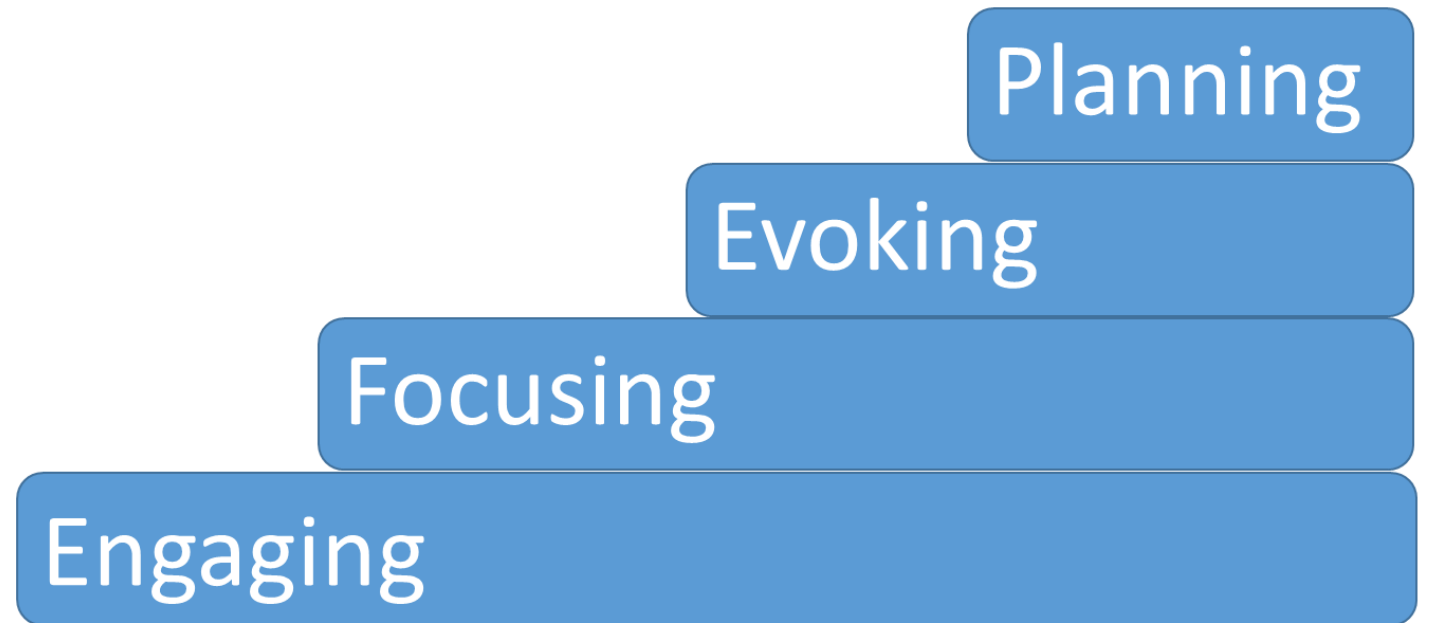
PSA guideline and the MI in
Health Care updates:

How they affect and inform us as a
CC360 coach as well as a mentor
coach

MI in Healthcare and PSA Guidelines Updates

Updated PSA guidelines present coaching as a **process** vs focusing on individual skills.

MI in Healthcare also mentions 4 MI processes.



MI Process- ENGAGING

Build a Foundational Relationship

Motivational Interviewing in Healthcare- 2nd Edition

- More than being friendly
- Listening statements let the client know that you understand their experience
- The greater the challenge, the more useful engaging is
- Crosses boundaries of culture and language

CCI PSA Guidelines

- Mindful Presence
- Empathy and Rapport
- Active Listening

Active Listening or Listening Statements



- Rather than mirroring what the client is saying using reflections, offer a listening statement that shows you, as the coach,
 - Identifying the client's emotional state.
 - Empathizing and offering compassion for the client's current situation.
 - Tying back in a client's strengths, successes, or core values (connecting the dots)
 - Shining a light on a possible blind spot of the client (thus supporting increasing the awareness of the client)

MI Process- FOCUSING

Create a Specific Direction for Change

Motivational Interviewing in Healthcare- 2nd Edition

- Bring awareness to what you and the client are talking about and why
- Keep it client centered

CCI PSA Guidelines

- Client Centered Process
- Exploring Possibility
- Visioning

Visioning



Eagle and the Mouse

Client - Encourage client to have an Eagle view of their wellness.
(They often get stuck in Mouse view)

- Coach as Mouse: Responds moment-by-moment to what the client is saying.
- Coach as Eagle: Maintains an eye on the big picture and supports client's view as an eagle and encourages client's "vision" as an eagle

Questions CC360 Coaches and CCI students can ask:

- How does goal/action step relate back to your wellness vision?"
- What do you think your wellness vision is?"
- What does healthiest version of yourself look like?
- Can you paint a picture of a healthy you? What does your ideal self look like?
- How might you connect the dots to your ideal health?

MI Process- EVOKING

Identify the Client's Own Motivation for Change

Motivational Interviewing in Healthcare- 2nd Edition

- Guiding people to give voice to their own reasons for change
- Exploring ambivalence and enforcing the language of change used by the client
- Using Evocative Questions and Strategies

CCI PSA Guidelines

- Maximizing Change Talk
- Minimizing Sustain Talk
- Active Listening
- Facilitating Client Self-Discovery

MI Process- PLANNING

Building a Commitment to Change and a Plan of Action

Motivational Interviewing in Healthcare- 2nd Edition

- Avoid the “Righting Reflex”
- Creating a jointly constructed plan for change
- Share information within scope of practice

CCI PSA Guidelines

- Goal Setting - Long and Short Term
- Progress Monitoring

Progress Monitoring

Accountability: Increase client's responsibility to their own goals between sessions

Celebration of Success: Generate client's intrinsic motivation for desired behavior change





Takeaways

- What stood out the most from today?
- As a coach, what will you change after listening to today's offering of information?
- As a mentor coach, how will you integrate the updated scope of practice and PSA information into your sessions?

