Health Coaching for Behaviour Change

West Suffolk NHS Foundation Trust

Nina Finlay & Trudi Dunn
Health Coaching Trainers
Clinical Specialist Physiotherapists
Health Coaching – What Is It?

Health Coaching is talking to people in a way that supports & empowers them to

✓ better manage their own care
✓ fulfil their self-identified health goals
✓ improve their quality of life
✓ move away from a dependent model of care
Mind-sets, Skills, And Techniques

**Techniques**
Specific health coaching techniques and frameworks for conversations

**Skills**
General health coaching skills and concepts

**Mindset**
Developing a coaching mindset

- Useful for specific behaviour change conversations
- Useful in many interactions to increase awareness and responsibility
- Useful in all interactions and as a leadership skill

- E.g., TGROW, ABC model, Managing interferences
- E.g., Using supportive challenge, listening, empathy
- E.g., people are more resourceful than they think they are

Source: McDowell, 2014
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
Health Coaching – Health Education East of England

Dr Penny Newman
- Medical Director NCH&C
- Clinical Lead for HC
- NHS Innovation Accelerator Fellow
- Trained in General Practice and Public Health
- Executive Coach

Dr Andrew McDowell
- Director TPC Health & TPC Leadership
- Psychologist, Executive Coach & Leadership Professional
- Previously academic specialising in Health Psychology and Behavioural Medicine
WSFT Health Coaching Programme

- Business case to trust board
- Formal sign off
- Extensive marketing
- Organise CPD
- Administration
- Evaluation
- Report on outcomes

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Putting you first
### Clinician Feedback Post Training

<table>
<thead>
<tr>
<th>Feedback Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mind set shift amongst those trained</td>
<td>97% strong or very strong</td>
</tr>
<tr>
<td>Likely to recommend training to others</td>
<td>98% likely or extremely likely</td>
</tr>
<tr>
<td>Coaching helpful for working with people with LTCs</td>
<td>100% agree or strongly agree</td>
</tr>
<tr>
<td>Health Coaching encourages greater responsibility &amp; self-management</td>
<td>100% agree or strongly agree</td>
</tr>
</tbody>
</table>

47% Nurses, 44% AHPs, 7% doctors, 2% others
### Clinician Feedback Post Training

<table>
<thead>
<tr>
<th>Category</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delivery and Leadership</td>
<td><strong>Excellent 94% Good 6%</strong></td>
</tr>
<tr>
<td>Expertise of the Facilitator</td>
<td><strong>Excellent 95% Good 5%</strong></td>
</tr>
<tr>
<td>Content</td>
<td><strong>Excellent 78% Good 22%</strong></td>
</tr>
<tr>
<td>Applicability to your work</td>
<td><strong>Excellent 44% Good 54%</strong></td>
</tr>
<tr>
<td>Most HCPs would benefit from learning something about using coaching with their patients</td>
<td><strong>100% agree or strongly agree</strong></td>
</tr>
</tbody>
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Evaluation – Benefits

Clinician feedback
6 weeks post training

↑ Empowerment
Improved listening skills
↑ patient involvement
Improved communication skills
↑ adherence to treatment
Promotes self management
↑ Motivation
Improved patient experience
Facilitating not telling
↑ confidence on discharge
Shared decision making

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Evaluation – Application Of Skills

Clinical Application of HC

- Paediatrics
- Women's health
- Discharge planning
- CHD & Cardiac rehab
- Foot ulcers
- Relaxation
- Obesity
- Complex social readmission
- Amputee rehab
- Stress
- Diabetes
- Voice therapy
- Persistent pain
- ↑Activity
- COPD, asthma
- Obesity
- Amputee rehab
- Stress
- Discharge planning
- CHD & Cardiac rehab
- Complex social readmission
- Paediatrics
- Women's health
Clinicians are reporting that health coaching training is having a **positive impact on their resilience**.

“Health coaching has taught me techniques to use and different ways of communicating to get patients to become more engaged and take control”

“Following my health coaching training I feel I am no longer fighting the tide. I feel I have less pressure on my shoulders.”

“Empowers HCPs to feel more resilient and reduces stress in dealing with complex patients.”
Evaluation – Case Studies

Just ‘telling people’ doesn’t really work

This is how you’ll be treated...

OK, but it won’t really lead to any behaviour change

www.ogilvie-design.co.uk
1) Have you made any positive changes to your lifestyle/how you manage your condition as a result of your health coaching conversation(s)? If yes, what changes have you made?

“I am currently on a diet. I am back riding my bike at least 12 miles a week at the moment. I am also still walking 3-4 miles a day. I am not getting over involved in other people’s issues at work and if anything comes up I take a deep breath before tackling the situation in a positive way. As I said earlier the book I purchased has helped me get back on track and Zoe’s advice has been very helpful.”

2) What has the impact of this been?

“I am so much more confident in myself and my abilities. Physically I am making sure when my body tells me enough is enough I am taking that on board.”
3) How much do you feel your health coaching conversation(s) contributed to you making this change(s)?

- Little to not at all
- Contributed somewhat
- Contributed a fair amount
- Significantly contributed

4) Have you managed to stick to these changes?

“Yes.”
5) How motivated did you feel to make this change/manage your condition BEFORE your health coaching conversation(s)?

1 2 3 4 5

6) How motivated did you feel to make this change/manage your condition FOLLOWING your health coaching conversation(s)?

1 2 3 4 5

7) How confident did you feel to make this change/manage your condition BEFORE your health coaching conversation(s)?

1 2 3 4 5

8) How confident did you feel to make this change/manage your condition AFTER your health coaching conversation(s)?

1 2 3 4 5
9) How involved did you feel in your care during this conversation?
“Very well. Did not find it stressful.”

10) What did you find most beneficial/powerful about this conversation?
“Everything.”

Any other comments…

“I would just like to thank Zoe for her guidance and a big thank you to all the staff in the cardio team who got me through my health scare. I cannot say it enough times I am such a lucky man to still be here with my family and that is all due to the professionalism from Doctors, Nurses, Paramedics, Cardiac team that I shall be very grateful to for the rest of my life.”
It’s good to have coaching conversations

Where are you now? ... and why ... ?

My Goal

Things I can control

Reasons

I’m HERE, but I’d like to be THERE!

Your health

www.ogilviedesign.co.uk
Further Information And Resources...

Healthcoaching@wsh.nhs.uk
@healthcoachwsh

better conversation
better health
health coaching

www.betterconversation.co.uk
@betterconvo