

## **Post-Baccalaureate Certificate in Health and Wellness Coaching (effective Fall 2019)**

### **Program Description**

The Post-Baccalaureate Certificate (PBC) in Health and Wellness Coaching provides the skills, knowledge and expertise needed to become skilled health and wellness coaches who help clients clarify health and wellness goals through introspection, leverage their strengths, address challenges in behavior change, implement and sustain life-changing behaviors, and manage both setbacks and progress. This program provides the complementary health and wellness skills and knowledge needed to work with clients in integrative health and conventional healthcare settings.

The program develops an understanding of behavior change theories and principles, excellence in core coaching competencies, and the skills necessary to help clients adopt individually-designed attitudes and lifestyle changes most conducive to optimal health and wellness. Students build a broad view of health and wellness that incorporates both conventional measures of health that focus on prevention of illness and disease and promotion of healthy lifestyles, as well as additional measures of health found in complementary and alternative health practices from a variety of wisdom traditions. The broader view of health and wellness includes awareness of health literacy and intercultural competencies.

Unique to MUIH's health and wellness coaching philosophy, and an essential component of the curriculum, is teaching people to be aware of the body's innate wisdom and to regard symptoms and struggles as teachers. Other distinctive program features include a focus on research literacy for informed coaching practice, an integrative approach to wellness and healing, a focus on whole-person care, and a model that emphasizes self-reflection and personal empowerment for healthy lifestyles. Students practice and hone their coaching skills through real-time coaching labs, working with mentor coaches and volunteer coaching clients.

The curriculum includes evidence-informed techniques from Motivational Interviewing, the Transtheoretical Model of Change, Positive Psychology, Immunity to Change, Appreciative Inquiry, Non-Violent Communication, and body-centered approaches, as well as insights from the emerging field of neuroscience. While engaged in the study of theoretical models, students also gain the practical skills of building a coaching practice by working with clients.

### **Program Requirements**

The 15-credit PBC in Health and Wellness Coaching is comprised of the following courses and sequence:

#### **Trimester 1**

APP606 Becoming a Healing Presence (3 cr)  
ISCI631 Complementary and Integrative Health (1.5 cr)  
COA6XX Foundations of Healthy Lifestyles (1.5 cr)  
MUIH550 Introduction to Research Literacy (0 cr)  
MUIH500 MUIH Orientation (0 cr)

### Trimester 2

COA610 Fundamentals of Health and Wellness Coaching (3 cr)  
COA616 Theories and Principles of Behavior Change (3 cr)

### Trimester 3

COA620 Applied Healing Strategies (3 cr)  
COAXPSA Practical Skills Assessment (0 cr)  
RSCH601 Research Literacy in Integrative Health (3 cr)

### **Post-Baccalaureate Certificate**

The PBC Health and Wellness Coaching program can also serve as an entry point and advanced standing in MUIH's M.A. Health and Wellness Coaching program. The 15 credits of the PBC program are transferrable and make up the first 15 credits of the M.A. degree.

### **Program Formats**

The PBC in Health and Wellness Coaching can be completed in one year and is available in online, on-campus, and hybrid formats. All formats provide coach training programs approved by the International Coach Federation (ICF) and International Consortium for Health & Wellness Coaching (ICHWC).

Online courses run mostly on demand (asynchronously) throughout each trimester and offer great flexibility for the student. Because of the experiential nature of coaching, however, some coaching courses require live (synchronous) participation in the online format. Students must plan their schedules to attend live peer-to-peer and mentor coaching sessions. A variety of scheduling options are available to accommodate students' different needs and time zones. The syllabus for each course provides details about weekly lessons and includes expectations, due dates for assignments, and required live (synchronous) lab participation.

On-campus courses are delivered in a weekend format to accommodate students with weekday commitments and those who can travel to attend the program. Classes typically meet Friday evenings and all-day Saturdays and Sundays. The majority of on-campus coursework is completed in this format, with some assignments due between weekend classes.

The hybrid format consists of coursework completed through a combination of online and on-campus courses. Students may choose the format of each course on a class-by-class basis, subject to availability.

Students starting the program in the fall 2019 trimester can choose from formats that are all on-campus (200-hour ICF-approved program) or all online or hybrid (60-hour ICF-approved program). (All formats are part of the ICHWC-approved program.)

Students starting the program in the spring 2020 trimester can choose all online coaching courses.

### **Professional Certification and Credentialing**

The International Coach Federation (ICF) ICF is the world's largest nonprofit coaching association. Membership provides access to the most current coaching research, global networking opportunities, and accreditation and credentialing programs. ICF promotes professional coaching, raising its profile with high standards and extolling the value of the coaching process in individuals, businesses and organizations for reaching their full potential. Students who complete the 15 credits of the approved coach training hours in the on-campus format will have the required training hours to qualify for three levels of ICF credentialing - Associate Certified Coach (ACC), Professional Certified Coach (PCC), and Master Certified Coach (MCC). Students who complete the 15 credits of the approved coach training hours in the online or hybrid format will have the required training hours to qualify for the ACC level of ICF credentialing. Students who complete the 15 credits of the approved coach training hours in any format will have the required training hours to qualify for ICHWC's National Board Certified Health & Wellness Coach (NBC-HWC) credential. For information about credentialing with the ICF, contact 77 International Coach Federation 2365 Harrodsburg Rd, Suite A325, Lexington, KY 40504 888-423-3131 [www.coachfederation.org](http://www.coachfederation.org).

The International Consortium for Health & Wellness Coaching (ICHWC) is dedicated specifically to supporting health and wellness coaching. MUIH was one of the first accredited programs eligible for the ICHWC credentialing option. All program formats (online, on-campus, and hybrid) provide graduates with the coach training hours needed for ICHWC credentials, including the mentoring hours and Practical Skills Assessment required by ICHWC. For information about pursuing credentialing with the ICHWC, contact: International Consortium for Health & Wellness Coaching, PO Box 16307, San Diego, CA 92176 866-535-7929 [www.ichwc.org](http://www.ichwc.org).

### **Articulation Agreement**

Individuals who are graduates of the Institute for Integrative Nutrition (IIN) and who wish to inquire about the Articulation Agreement between MUIH and IIN are advised to contact MUIH's Admissions Office via email at [admissions@muih.edu](mailto:admissions@muih.edu) or via phone at 410-888-9048 ext. 6647.