



DIPLOMA IN INTEGRATIVE HEALTH &  
NUTRITION COACHING



### **Diploma in Integrative Health & Nutrition Coaching**

Are you a change-maker? Do you love good health? Do you want to help others to reach their health goals? Do you want to be at the forefront of a new wave of Health Professionals?

If you answered yes to these questions, then the Diploma in Integrative Health & Nutrition Coaching is for you!

This online course can be studied from wherever you are in the world, at a time that is suitable for you. No travelling costs, no time out from your work, and no time limits to finishing! Sounds good yes? It most certainly is!

What you can expect on the Diploma in Integrative Health & Nutrition Coaching is first class content, delivered on our Online Academy, which can be accessed from your smart-phone, tablet, PC or laptop. You will also be part of our private AHG Health Coaching group where you will get additional tuition and mentoring, via interaction with our team, webcasts and live webinars. You will also receive ongoing access to all updates to the course and an invitation to join our Active Health Coaching website, where you will be able to list your practice, and share with the resources on the site.

You will receive business and marketing mentoring from industry experts and have access to templates that you can use in your business when you start your practice.

To ensure our students and graduates are fully covered, we are accredited by the UK Health Coaching Association; Association for Coaching; International Institute of Complementary Therapy, and Complementary Medical Association.

If you are interested in joining our programme, you can either book today on our [website](#) or contact our team at our [Facebook page](#). Full contact details can also be found at the end of this document.

We can't wait for you to join in your new adventure into the world of Health Coaching!

Yours in health

Richard and the AHG Team

## Diploma in Integrative Health and Nutrition Coaching

**We need health coaches** now more than ever. Why? Because we're in the midst of an epidemic of chronic disease, and our healthcare system is broken, and doctors alone can't fix these problems.

**But we don't need just any coaches**—highly skilled, comprehensively trained coaches with a strong health and nutrition foundation, who actually end up *working* successfully as health coaches, are in demand.

This is the very reason why I developed this course. Having worked in the Health and Wellbeing sector for over 25 years and seeing so many of my patients who felt let down with conventional healthcare, and then, after suffering my own serious health issues, and going from one specialist to another, without answers, and ending up treating myself, I decided to put together a course based on decades of study and practice, and with the help of many of my specialised associates that I have worked with over many years.

Most Health Coaching courses are based on helping people with their health related goals, but I wanted to go one step further with this, and give my Health Coaches, the ability to be able to go deeper into their own clients health issues, by looking at their diets, and seeing if improvements can be made, or by helping them deal with any mental health or emotional wellbeing too.

To ensure that our Health and Nutrition Coaches have full recognition, we have been accredited by the UK Health Coaches Association (UKHCA), and our graduates can also join the Association for Coaching (AfC). We also have accreditations from the Complementary Medical Association (CMA) and the International Institute of Complementary Therapists (IICT), which is useful for our overseas learner. Graduates can obtain insurance through UKHCA, CMA and IICT, and also we have our own AHG block insurance scheme with Balens.

Having developed many practical based therapy courses for over 25 years, right up to degree level, developing a purely online course was a little more challenging, as the tutor cannot really gauge learning styles or personalities, so I have tried my best to create lessons to suit as many learning styles as I can, and where possible, as well as written text, you will have some audio and video too. I also use webinars to reinforce lessons, as well as it being a good way for you to interact and ask questions in a 'live' teaching format.

### ***What is Integrative Health and Nutrition Coaching?***

It is best if we start with Health Coaching and then define the scope of practice for an Integrative Health and Nutrition Coach.

#### **Health Coaching**

Health coaching is the use of evidence-based skillful conversation, clinical interventions and strategies to actively and safely engage client/patients in health behaviour change. Health coaches safely guide clients and patients who may have chronic conditions or those at moderate to high risk for chronic conditions.

Health coaching is based on evidence-based clinical interventions such as motivational interviewing to facilitate behaviour change, goal setting, active listening, aggregation and trending of health outcome metrics, and prevention.

#### **The health coaching model follows a process:**

##### **Establish relationship**

The process begins with engagement. Engagement and building trust with the client is established by building rapport. Many factors are included in this process. Essential traits to building rapport include: genuineness, eye contact, good energy, warmth, good quality of voice, a feeling of connectedness, being comfortable and relaxed in the exchange, mindful listening, being supportive and positive body language and physical gestures. Rapport is fundamental not only in the initial coaching session, but also in each coaching session

thereafter. Although rapport is important, a coach may want to avoid becoming too close with client. Becoming too close to a client can create a barrier for a successful coaching process by being too emotionally attached, having a personal agenda and falling into assumptions based on personal relationships or experience.

#### Motivational interviewing

Once a coach has established rapport, building strong communication strategies is essential. An effective tool used in health and wellness coaching and other clinical work is motivational interviewing. Motivational interviewing is a process used in psychotherapy, social work, medicine, addiction and other fields. It aims to raise clients' awareness of problems and possibilities while reducing their ambivalence about change. Motivational interviewing is also characterised by a focus on the present rather than the past. The emphasis is on the communication that is conducted with clients, concentrating on internal motivating factors and an exploration into individual core values and goals. This allows the client to express their desire to change their lifestyle and identify it themselves rather than having it come from the health coach.

#### Guiding the agenda and goal setting

Guiding the agenda and goal setting is a collaborative behaviour change technique used between the coach and the client. During the motivational interviewing process, after strengths, values and desires are determined and the client's vision is set in place, specific goals are safely set so the client is able to move in the direction of his/her newly formed desires.

Goals promote behaviour change through a collaborative process, which includes the coach making a plan to track and evaluate progress. The coach can help the client focus on the success the client has had, even if goal is not yet achieved. Evaluating strengths and what is successful helps the client move forward. Positive feedback helps the client progress and move through any negative self-talk, ambivalence, resistance and other hurdles. Although self-regulation is a powerful behaviour change tool, the client may lapse. When the coach promotes the principles of positive psychology and goal setting through the motivational interviewing process, the coach helps the client continue to improve self-efficacy, which supports behaviour change.

### **Scope of Practice for Integrative Health and Nutrition Coaching graduates**

Our graduates can work with:

- Weight Loss Coaching
  - Smoking Cessation
  - Wellness Coaching after serious injury or illness
  - Motivational Coaching
  - Vitamin and Supplement advice for chronic illnesses
  - Nutritional Strategies for preventative health
  - Choosing the right foods for health and wellbeing
  - Supporting Sports and Activity nutritional requirements
  - Supporting nutritional strategies to assist with chronic illnesses
  - Stress Management
- and much more

Some of the different types of diets we look at:

- Keto
- Paleo
- Vegan
- Vegetarian

We look at strategies to deal with many different conditions such as:

- Arthritis
- Diabetes
- Autoimmune Conditions
- Leaky Gut
- Digestive Issues

- IBS
  - Candida
  - Allergies
  - Adrenal Fatigue
  - Hormonal Imbalance
- and many more

You will learn the fundamentals of coaching, progressing through to Nutritional Therapy, where you will learn all about the body's nutritional requirements, and specific requirements to help when your clients are undergoing ill health.

Finally we will be looking at post-graduation, with expert business, marketing and social media lessons, including how to set up your own Health & Nutrition Coaching Practice.

The course is run online, over 12 months, with new lessons being delivered each month (though the course can be done at your own pace if you need longer to complete).

## Part One

<b>Three Pillars of Health Coaching</b>  Physical Health and Disease Management Physical Fitness and Weight Management Emotional Health and Well-Being	<b>The Role of a Health Coach</b>  Providing Education/Guidance Providing Programs Providing Support/Encouragement Providing Alternative Resources
<b>Coaching</b>  Coaching Competencies The Levels of Change Motivation Questioning Techniques The GROW Model The Benning Model	<b>Introduction to Nutrition</b>  Calorie Balance Macronutrients Meal Timing How to Perform a Diet Assessment on your Clients
<b>Stress Management</b>  Stress Management Techniques Negative Thinking Solutions Balanced Living Techniques	<b>Macronutrients</b>  Protein Fat Carbohydrates
<b>Micronutrients</b>  Fat Soluble Vitamins Vitamin C The B Vitamins	<b>Food Additives and Chemicals</b>  25 Food Additives - The First 13 Top Food Additives - The Last 12 and the GRAS List
<b>Sugar Issues</b>  The History of Sugar Physiological Effects of Sugar	<b>Juicing</b>  Background on Juicing The Actual Process of Juicing
<b>Addressing Chronic Health Conditions</b>  Nourishing the Body at Different Times Prioritizing Nutritional Strategies	<b>Analysis of Diets</b>  Truths About Diets Different types of diets

## Part Two

<b>Carbohydrates for Endurance and Recovery</b>  Carbohydrates for Endurance and Recovery Carbohydrates and the Glycaemic Index	<b>Protein Intake for Strength and Gaining Mass</b>  Protein Intake for Strength and Gaining Mass Proteins for Vegetarian Athletes
<b>Calorie Intake for Athletes</b>  Calorie Intake for Athletes Energy in the Diet	<b>Hydration Requirements for Athletes</b>  Hydration Requirements for Athletes Electrolyte Considerations for Athletes
<b>Vitamins and Antioxidants for Athletes</b>  Vitamins and Antioxidants for Athletes Antioxidants and Free Radicals	

## Part Three

<b>An Obese World</b>  What Is Obesity? The Weight Loss Management Industry Common Myths about Weight Loss	<b>Understanding Weight Loss and Fat Loss</b>  Understanding Weight Loss and Fat Loss What Is Weight? Assessing Body Composition The Difference between Weight Loss and Fat Loss
<b>Metabolism and Weight Loss</b>  Metabolism and Weight Loss Factors that Influence Metabolism Basal Metabolic Rate and Methods For Measuring BMR How Metabolism Affects Weight How to Increase the Metabolism Relationship between Metabolism and Calory Intake	<b>Diet Wise</b>  Drink Plenty of Fluids Facts About Fat, Carbohydrates and Proteins Aiming for a Healthy Diet Tips for a Healthy Weight Loss Diet Small Steps to Weight Loss
<b>Maintaining a Healthy Lifestyle</b>  Maintaining a Healthy Lifestyle What Is a Healthy Lifestyle? Making Lifestyle Changes Barriers to Lifestyle Changes How to Maintain a Healthy Lifestyle	

## Part 4

<b>Stress Management</b>  Stress-Meeting the Demands of Change The Stress Reaction Resiliency-a Personal Elasticity Coping in the Ebb and Flow of Life Internal and External Resources for Effective Coping	<b>The Mechanisms of Stress Relief</b>  Neurological Responses to Stress Neurological Structures Responsible for Stress Identifying Triggers Monitoring Levels of Stress
<b>The Role of Relaxation in Stress Management</b>  Types of Relaxation Techniques Breathing Techniques Deep Breathing Muscle Release and Relaxation Progressive Muscle Relaxation Guided Imagery Activity-based Relaxation	<b>The Cognitive Triangle</b>  The Role of Attitude in Stress Management Utilizing the Cognitive Triangle Identifying Cognitive Distortions The ABC's of the Cognitive Triangle and Unhealthy Coping The ABC's of the Cognitive Triangle and Healthy Coping
<b>Self-talk: Talking Things Over with Ourselves</b>  The Nature of Self-talk Self-talk and the Cognitive Triangle How to Monitor Self-Talk Identifying One's Core Beliefs and Assumptions The Impact of Adversity on Self-talk and Experience Cognitive Dissonance	<b>Mindfulness and Stress Management</b>  What is Mindfulness? A Practice of Positive Detachment and Choice Intentional Attention Sensory Mindfulness and Redirection Judgments Obstacles to Mindfulness Mindfulness and Mood Health and Mindfulness Interpersonal Mindfulness and Stress Reduction
<b>Emotions, Emotional intelligence and Stress Management</b>  The Purpose of Emotions The Nature of Emotions Emotional Intelligence (EI) The Importance of EI Skills Self-Care and Emotional Intelligence Managing Emotional Reactions to Stress	<b>Values and Stress Management</b>  The Role of Values in Stress Discerning One's Core Values Identifying Authentic Values vs. Inherited Ones Out of Step-Cognitive Dissonance, Values and Stress Value Affirmation Value Fluctuation during Stress



## Part 5

<b>Food Intolerances</b>  Intolerance vs Allergy Food Intolerance Testing Food Intolerance Protocols	<b>Detoxification</b>  The Body's Detoxification Process Supplements to Assist Detoxification Helping the Body to Detox
<b>Autoimmune Problems</b>  What is Autoimmune Disease? Autoimmune Disorders Autoimmune Protocols	<b>Psychoneuroimmunology</b>  The interface between Brain, Behaviour and Immunity Stress and Immune Response Depressive Disorders Chronic Fatigue Syndrome and other disorders
<b>Psychoneuroendocrinology</b>  The hypothalamic–pituitary–adrenal axis (HPA axis) Types of Stress and the HPA axis	<b>Supplements, What and Why?</b>  Clinical Reviews of Popular Supplements – The Research Popular Supplements for Common Conditions

## Part 6

<b>Signature Programmes</b>  What Are They? Setting Up Signature Programmes	<b>Business Basics</b>  Setting Up in Business What It Takes to Start a Health Coach Business
<b>Business Planning and Branding</b>  Business Plans Setting Your Personal Brand Advertising	<b>Marketing</b>  Online Marketing Digital Marketing Social Media Marketing
<b>Who and Where to Coach</b>  Coaching Groups – Online or Workshop Style One-to-one Coaching	<b>Corporate Wellness</b>  How to sell your coaching to organisations

## **Part 7 – Going Deeper**

Once all of the foundation modules are completed, we can then delve deeper into many aspects of Integrative Health Coaching.

Some of the subjects we will be looking at in this section are:

- Dysbiosis and Gut Health
- Candida, Parasites and other unwanted visitors
- IBS
- Colitis
- Crohn's Disease
- Diabetes
- Heart Disease
- Liver Disease
- Nootropics
- CBD Oil
- Using Herbs and Essential Oils in your practice
- Blood Typing
- Ayurvedic Body Typing
- Health Assessments
- Men's Health
- Women's Health
- Children's Health
- Teenagers Health
- Health in Later Years
- Recovering from Serious Illness
- Placebo and Nocebo
- Creating Recipes
- Creating Programmes

We will also look at case studies and our students will get the chance to have their own health issues assessed and various ways to assist with them.

## **Contact Us.**

**If you are interested in finding our more, please go to our website at**

**[www.activehealthcoaching.co.uk](http://www.activehealthcoaching.co.uk)**

**For details on our wider range of courses, you can also visit our  
website at**

**[www.activehealthgroup.co.uk](http://www.activehealthgroup.co.uk)**

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