Curriculum

The Health & Wellness Coaching (HWC) Certificate is for current or future healthcare professionals who want to develop the knowledge and skills to facilitate sustainable behavior change. Earning the certificate will prepare you for and make you eligible to take the exam to become a National Board Certified Health and Wellness Coach.

In the HWC Certificate Program, you will learn-by-doing. Professional faculty guide your development as you become proficient utilizing evidence-based coaching techniques such as motivational interviewing, positive psychology, and appreciative and strength-based inquiry. While you are building skill, you will also learn how coaching works to foster long-term success in clients, patients, or anyone who would benefit from making positive changes in their lives.

By learning effective ways to help people discover their true motivations, recognize their resources, and build strengths and confidence, you will give them the ability to move toward a healthier, more fulfilled life. Ultimately, you will be able to combine your existing expertise with powerful and proven behavior change skills to make a meaningful difference in the lives of others.

The Health & Wellness Coaching Certificate provides advanced knowledge and a professional skillset for individuals who are:

- Considering a career as a National Board Certified Health & Wellness Coach.
- Currently working in healthcare, wellness or fitness and are interested in gaining evidence-based behavior change skills.
- Planning to work in allied health, wellness, or fitness and understand that acquiring skills in sustainable behavior change will be integral to your success.

Academic Model

Online — The Health & Wellness Coaching Certificate is completely online (no onsite visits are required). The three, 15-week courses are taught by faculty who are National Board Certified Health & Wellness Coaches. The structure and pace is designed with
busy professionals in mind and include practicing what you learn at your own place of employment with feedback and guidance from student-centered instructors.

**Certificate Program Outcomes**
After completing the Health and Wellness Coaching Certificate, students are expected to be able to:

- Understand theories of behavior and motivation upon which health/wellness coaching is based
- Successfully conduct all aspects of health wellness coaching sessions
- Understand the laws and ethical considerations pertinent to health/wellness coaching
- Evaluate health risk assessments including biometric data
- Provide individualized physical activity guidance for improved wellness
- Provide individualized nutrition guidance, within scope of practice, for improved wellness

**Admission Requirements**
1. A minimum of a bachelor’s degree in a health/wellness related field or permission of the Program Director.
2. Possess information technology skills sufficient to participate effectively in an online learning management system, such as Canvas, Web Study, and Zoom Video Conferencing.

**Program Requirements**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
<th>Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>WE 623</td>
<td>Wellness Promotion &amp; Programming</td>
<td>Fall</td>
</tr>
<tr>
<td>WE 710</td>
<td>Theories &amp; Application of Wellness Coaching</td>
<td>Winter</td>
</tr>
<tr>
<td>WE 711</td>
<td>Advanced Wellness Coaching</td>
<td>Summer</td>
</tr>
</tbody>
</table>

**WE 623 Wellness Promotion & Programming (3 credits)**
This course provides the business and human rationale for wellness promotion, health education, and public health programs. Best practice for program design, implementation, and evaluation are examined as is the development and use of needs analyses, health risk assessments, and biometric measures to educate clients/patients and guide programming. Evidence based group and individual motivational strategies are included.
WE 710  Theories & Application of Wellness Coaching  (3 credits)
This course explores the theoretical basis and the evidence supporting health and wellness coaching. The concept and structure of the coaching approach for facilitating sustainable behavior change is examined. The major tenets of coaching strategies including motivational interviewing, appreciative inquiry, and positive psychology are explained and practiced. The coaching process is emphasized with focus placed on developing one-on-one practical coaching skills. Several synchronous sessions are required.

WE 711  Advanced Wellness Coaching  (3 credits)
This course provides an opportunity to practice and develop the health/wellness coaching competency required for teaching and practicing coaching. Knowledge and skills developed in prerequisite courses are synthesized and expanded. Emphasis is placed on the application of coaching skills, and practice sessions with feedback are included. Also included is the business of health/wellness coaching including ethics and legalities. A practical skills exam and several synchronous sessions are required.