

Health Coaching, Wellness Coaching and Fitness Coaching – Roles & Relevance

Health Coaching is a practice in which accredited health professionals apply evidence-based psychological, counselling and coaching principles and techniques to assist their patients to achieve positive health and lifestyle outcomes through cognitive and behaviour change. Janette Gale, Health Coaching Australia, www.healthcoachingaustralia.com.au.

Wellness Coaching: is a field in which accredited health and fitness professionals apply evidence-based techniques from coaching psychology and positive psychology to assist their clients to master wellness and optimal health through cognitive and behaviour change. Wellness coaching focuses on mental and physical behaviours relating to nutrition, exercise, weight control, and stress management and expert advice is delivered only in the field in which the coach has a technical background. Whereas fitness coaching is performed during the course of training a client, wellness coaching is conducted by phone or face to face and is separate and distinct from a training session. Fiona Cosgrove, Wellness Coaching Australia. www.wellnesscoachingaustralia.com.au.

Fitness Coaching is a field in which fully trained fitness professionals apply evidence-based techniques from Sport and Exercise Psychology and Coaching Psychology to assist their clients to achieve positive fitness and lifestyle outcomes through attitude and behaviour change. Andrew Dawson – Dawson Education and Deakin University, www.dawsoneducation.com.au.

	Health Coaching	Wellness Coaching	Fitness Coaching
Relevant Professions	Tertiary qualified Health professionals	Fitness & Nutrition Professionals Tertiary qualified Health professionals	Fitness & Exercise professionals (Cert IV or higher)
Focus	Reducing lifestyle risk factors & managing illness, injury and/or chronic disease – to improve specific health outcomes	Enhancing health and wellness, including work-life balance and broader life issues	Developing and/or improving fitness through exercise programs and healthy lifestyle change
Role	Reducing or managing medical indicators and risk factors for chronic disease, by including evidence-based health coaching / health behaviour change techniques in professional practice as usual or in conjunction with case management	Applying a holistic approach to enhancing wellness, through visioning and other evidence-based wellness coaching / behaviour change techniques	Enhance personal training by including evidence-based fitness coaching / health behaviour change techniques in usual PT sessions
Industry/domain	Public Health System, Private Health Services, Corporate Health Programs	Fitness Industry, Private Health Services, Corporate Health Programs	Fitness Industry
Delivery Modes	Face to face, telephone or combination of delivery modes and potentially telephone/e-mail/text/ internet-based support	Face to face, telephone or combination of delivery modes and potentially telephone/e-mail/text/ internet-based support	Face to face with telephone/e-mail/text/ internet-based support
Typical Session Timings	Incorporated into face to face professional practice timings as usual, or 20 – 30 minute telephone sessions – potentially reducing in length over time.	60 minute initial session Shorter follow-up sessions (30/45 minutes.)	Incorporated into face to face PT practice as usual
Training Organisations Providing Training	Health Coaching Australia	Wellness Coaching Australia Wellcoaches US	Dawson Education Wellness Coaching Australia