



**Integrative Health Coach
Professional Training Program**

 **Duke Integrative Medicine**

If you're a medical or allied health professional* looking to develop your capacity to help others attain their maximum level of health and wellness, Duke Integrative Medicine's new Integrative Health Coach Professional Training Program could be the ideal choice for you.



LEARN FROM THE LEADERS

DUKE IS THE COUNTRY'S FIRST ACADEMIC MEDICAL CENTER to develop a health coaching program based in clinical experience and research. In fact, the leaders who helped establish the field of integrative health coaching are the same professionals who lead our program modules.

Optimize your ability to help others attain their best health—mind, body, and spirit—as an integrative health coach, and learn from the founders of this growing field.

Integrative health coaching: A valuable partnership, a growing field

An exciting initiative designed to teach participants to work as integrative health coaches, this professional training program:

- Promotes a thorough understanding of the integrative health care model
- Develops effective health coaching skills for individuals and groups
- Enhances participants' skill sets, knowledge, and professional marketability

Health coaches create dynamic partnerships with people who wish to adopt lifestyle changes that will help them reach their short- and long-term goals for satisfying and healthful lives.

Integrative health coaches:

- Help people clarify their health goals, and implement and sustain behaviors, lifestyles, and attitudes that are conducive to optimal health
- Guide people in their personal care and health-maintenance activities
- Assist people in reducing the negative impact made on their lives by chronic conditions such as cardiovascular disease, cancer, and diabetes

Because health coaching has become valuable in many diverse environments—from the health care arena to the corporate world to educational and residential communities—the need for health coaches is growing every day.

Our program has been tested successfully with corporations, health organizations, Duke employees, and community members. And studies, including a randomized clinical trial**, have confirmed that patients who participate in integrative health coaching programs realize more profound health benefits than those who don't.



** Participants must hold a minimum of a bachelor's degree or have 3-5 years of experience in a medical or allied health field such as medicine, nursing, physical therapy, health education, exercise physiology, psychotherapy, or nutrition. Those certified in fields such as acupuncture and life coaching also may apply.*

*** Edelman D, Oddone E, Liebowitz R, Yancy W, Olsen M, Jeffereys A., Moon S, Harris A, Smith L, Quillian-Wolverer RE, Gaudet T. 2006, A Multidimensional Integrative Medicine Intervention to Improve Cardiovascular Risk. *Journal of General Internal Medicine*, 21(7), 728-734.*



About the curriculum

The program consists of four educational modules delivered over several months—with breaks in between the modules for participants to practice the skills they’ve learned. Those who successfully complete all four modules will earn a Certificate of Completion.

During the course of the program, participants will:

- Gain a thorough understanding of integrative medicine, the Wheel of Health, mindfulness, the science of behavior change, and personalized health planning—and learn how to incorporate these foundational elements into coaching practices that motivate others to adopt behaviors necessary to achieve optimal health and wellness
- Learn about nutrition and other key components that make up a healthy lifestyle, common physical and mental health issues, stress management, mind-body-spirit modalities, and the key components of complementary and alternative medicine
- Learn health coaching skills for individuals and groups—and have the opportunity to practice these skills with one another
- Develop personalized health plans for themselves, incorporate the plans into their own lives, and practice coaching others with their plans during the remaining modules
- Learn about career opportunities and ways to develop a client base

To best accommodate the schedules of working adults, we offer the four-day modules from Thursdays through Sundays, with each module consisting of 25-30 hours of in-person, classroom, and experiential learning. All training is delivered at the state-of-the-art Duke Integrative Medicine facility, located on the beautiful Duke University campus in Durham, North Carolina.



Register today!

Enrollment in the Integrative Health Coach Professional Training Program is limited, so we encourage you to register early.

2008 SCHEDULE

August 7-10 Module 1

September 11-14 Module 2

October 9-12 Module 3

November 13-16 Module 4

Early registration discount: The fee for those who register by June 19, 2008, is \$4,495. After June 19, registrants must pay the full fee of \$4,995.

2009 SCHEDULE

January 15-18 Module 1

February 26-March 1 Module 2

April 2-5 Module 3

May 14-17 Module 4

Early registration discount: The fee for those who register by November 30, 2008, is \$4,495. After November 30, registrants must pay the full fee of \$4,995.

Call **1-866-313-0959 toll-free to register**. To learn more, visit dukeintegrativemedicine.org/health_coaching. For specific questions or concerns, contact Duke Integrative Medicine program director Linda Smith at linda.smith@duke.edu.

(Please note that we collect the full registration fee at the time of registration, and that standard Duke Integrative Medicine cancellation policies apply.)





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