Guidelines for Providers of NBHWC Continuing Education Courses

Dear Potential Provider:

Thank you for your interest in becoming a Continuing Education Provider (CEP). It is important to note that the National Board for Health & Wellness Coaching (NBHWC) approves continuing education providers, not individual courses. Each approved provider will be assigned a CEP number, which is to be displayed on your course and related marketing materials.

Each CEP is expected to offer course content and utilize instructors who meet the requirements of the NBHWC.

The content of all continuing education (CE) courses must be relevant to the professional practice of health and wellness coaching and must be:

- Related to the healthy lifestyle knowledge for practicing professional National Board Certified Health & Wellness Coaches (NBC-HWC)
- OR
- Related to the core competencies required for the practice of health and wellness coaching (HWC) (see attached current Content Outline)
- OR
- Related to business, ethics, legal considerations, marketing and professional development of the health and wellness coaching practice.

Continuing education courses are expected to either:

1. Review or deepen the core knowledge and skills competencies of a NBC-HWC coach or
2. Enhance the knowledge and/or skills at a level above that required for national certification.
It is the responsibility of the CE provider to clearly state through the course description, course objectives, and outline how the course content relates to the practice of health and wellness coaching.

The decision of the approval board on an application as it stands is final. Modified applications may be resubmitted for consideration within 60 days of rejection. Re-applications received beyond 60 days will require a new application fee of $125.

**Acceptable Course Content**

Examples of general courses meeting NBHWC requirements are:

- Theoretical content related to evidence-based knowledge for the practice of health and wellness coaching

- Advanced courses in physical, social and behavioral sciences. Some examples are:
  - Physical sciences – health education, nutrition, exercise science, exercise physiology, stress and resilience, courses related to subspecialties in health and wellness coaching
  - Social sciences – community health, social work, health promotion
  - Behavioral sciences – psychology, positive psychology, resilience and mindfulness, developmental psychology, health behavior change theories

- Courses which focus on specific skill development that may augment a health and wellness coaches’ applied practice, e.g., mind/body practices like breathwork, mindfulness, progressive relaxation techniques; art techniques; etc.

- Courses which focus on strengthening personal resilience and self-care practices that are essential for effective health and wellness coaching

- Required basic courses in physical, social and behavioral sciences for health and wellness coaches who are obtaining degrees beyond their original education level when they first applied for national board certification. (Note: bachelors, graduate degree or specialty graduate certificates may also meet the Board’s requirements)

- Courses where the primary focus is recent scientific knowledge applied to direct or indirect health behavior change or coaching or coaching psychology

- Content related to **subspecialties** in coaching, such as, but not limited to:
  - Group coaching
  - Stress management or resilience, specialized coaching
  - Integrative or holistic health coaching
  - Corporate wellness coaching
Medical services or patient navigator coaching
Cultural and ethnic diversity coaching

Courses that offer instruction in:
- Topics related to the practice of health and wellness coaching in collaboration with other health care providers such as physicians, psychologists, psychiatrists, and nurses
- Coaching in various environments such as clinical/medical, spa/fitness center, community, employer, faith-based and home office setting.
- Topics related to coaching specific populations and specialties, such as occupational health, nursing home patients, social service sector, law enforcement, clergy/spiritual, palliative, and crisis intervention

Instruction in topics related to coaching practice: e.g., human sexuality, kinesiology, stress reduction, burnout syndrome, and youth school-based programs in health and wellness

Courses related to coaching research
Courses on web-based or digital health coaching and monitoring equipment in online platforms
Courses covering the legal aspects of HWC, how to establish a professional health and wellness coaching business or independent practice
Courses covering current trends in health and wellness coaching in health care
Regular academic courses from regionally accredited colleges or universities, both in and out-of-state that meet the requirements of their state accrediting or vocational licensing boards. A course taken from these providers requires documentation (certificate, letter of completion, transcript, etc.), specifying the name of the health and wellness coach, title of the course, date completed, and the number of hours or units granted.

Acceptable Course Marketing Language
- This CE course is approved by NBHWC for X continuing education units (CEP # xxxxxxx).

Unacceptable Course Content
- Self-improvement courses for financial gain, e.g., investments, retirement, preparing resumes, and techniques for job interviews, etc.

- Liberal arts courses in music, art, philosophy, and others when unrelated to health and wellness coaching.

- Orientation programs, i.e. those providing a descriptive overview and/or activities designed to familiarize participants with the policies and procedures of an institution.

- Courses that focus on personal appearance or hygiene.

- Courses that promote the marketing or sale of dietary supplements, exercise equipment, or other health or non-health related products or services.

**Course Requirements**

The program/course content must be relevant to the continued growth and development of health and wellness coaching knowledge and skills, and/or the ethical, legal, and business practices of health and wellness coaches. The content must be current and designed to include recent developments in the subject area being taught.

Course offerings must be at least one hour in length. If it is an academic course, the coach must be enrolled for credit. The coach must meet all class requirements and successfully pass the course with a B- or better; or satisfactory, if taken pass/fail.

Credit for completing part of a course (continuing education or academic) may NOT be granted. Thus if a person attending the course leaves before the course is over, they are not to be issued a certificate of completion. Some CEPs who offer multiple day courses may break the course into several segments and provide contact hours for each segment successfully completed.

**Course Objectives**

Course objectives describe measurable behaviors or outcomes the student will demonstrate or achieve upon completion. An example of a student's behavioral objective or outcome is as follows: "Upon completion of this program, the coach will be able to: a. Describe the latest coaching techniques useful for clients who need help with brainstorming; b. Explore with clients their preferred means for monitoring progress; c. Evaluate behavioral risk factors, etc."

Instructors' goals are not acceptable behavioral objectives or outcomes. For example: "To inform the student about the latest advances in weight management" is a goal of the instructor, not an instructional objective.
Providers are required to clearly state the overall course objectives or have a clear, concise course description in brochures and other advertisement so participants will know in advance what they can expect to learn.

**Course Evaluations**

Every approved NBHWC continuing education course must have a means for evaluating comprehension of the content. If a course is segmented, each segment shall be evaluated. Instructors can determine how to assess, but as part of the evaluation process, it is recommended that all courses are evaluated for at least one of the following:

- **Covering the learning:**
  - At least a 3-item multiple choice per 60 minutes of education evaluating that the content was viewed, read, and understood.

- **Covering how the course was taught:**
  - The extent to which the course met the objectives.
  - The applicability or usability of new information.
  - The adequacy of the instructor’s mastery of the subject.
  - The appropriateness of teaching methods used.
  - Efficiency of the course mechanics (online platform, digital requirements, in-person room, space, lighting, acoustics, audiovisuals, handouts, etc.).
  - Other comments.

**Instructor Requirements**

The requirements for health and wellness coach trainers and non-coach instructors of CE courses are below:

**Health and Wellness Coach Instructors** need to be knowledgeable, current and skillful in the subject matter as demonstrated by a baccalaureate or higher degree from an accredited college or university and validated experience in the subject matter, or experience in teaching similar subject material within the past two years.

**Non-coach instructors** must be currently licensed, degreed or certified in the area of expertise if appropriate and show evidence of specialized training in the subject area and have at least one year's experience within the past two years in the practice of teaching of the specialized area to be taught.

**CE Calculation Method**

- Each contact hour is a full 60 minutes of instruction in a classroom setting or one-hour of applied learning, reading, discussing or responding in an online format.
● Courses less than one hour (60 minutes) in duration will not be approved.
● Courses can either focus on theory or practice or a combination.
● One continuing education hour is equal to 1 continuing education contact hour.
● One academic quarter unit is equal to 12.5 continuing education contact hours.
● One academic semester unit is equal to 15 continuing education contact hours.