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INTRODUCTION

We are pleased to provide you with an overview of the NBHWC 2018 Program Approval Standards.

In July of 2015, the ICHWC (now the National Board for Health & Wellness Coaching) launched a “transitional approval” process for programs, which resulted in the recognition of 52 programs that met the published standards. This first-step eventually led to the formation of the NBHWC Program Approval Commission (PAC). The PAC immediately began the development of a more rigorous approval process – one that comprehensively identified health and wellness coach training programs that were providing curricula commensurate with the job task analysis. In September of 2018, the new Program Approval Process was released.

This document outlines the standards that programs must meet and adhere to in order to be approved by the National Board for Health & Wellness Coaching.
CONTACT TIME

Training and Education Hours Requirements

1. A minimum of 75 contact hours of training and education that cover the Health & Wellness Coach Certifying Examination Content Outline. Coach training and education is applied to client concerns related to health and well-being. Reading is strongly recommended and is not included in the 75 hours.

2. A contact hour is defined as a full 60 minutes without breaks.

3. Sixty contact hours address Exam Content Outline sections 1, 2, and 4 (coaching structure, coaching process, and ethics/legal considerations).
   a. At least 40 of the 60 hours are delivered as faculty or instructor-led using a live format, which is defined as fully interactive and synchronous and which may include coaching skill and strategy demonstrations.
   b. Up to 20 of the hours may be taught in faculty-constructed asynchronous instruction using formats including, but not limited to:
      i. viewing narrated PowerPoints
      ii. participating in web-based training
      iii. watching webcasts or videos
      iv. listening to or watching recorded coaching demonstrations
   c. If asynchronous, student engagement and response should be demonstrated through activities such as*:
      i. providing answers to homework questions
      ii. posting analysis, reviews, reports or summary presentations
      iii. taking quizzes or exams
iv. posting on discussion boards
*Time spent by students completing these asynchronous tasks is not part of the contact hours.

4. Coaching practice that takes place outside of the synchronous hours is not included in the contact hours.

5. Fifteen contact hours on Health & Wellness knowledge (section 3 in Exam Content Outline) can be delivered in synchronous or asynchronous formats; the latter follows the standards in 3.b.
PRACTICAL SKILLS DEVELOPMENT AND EVALUATION

Important Note:

The contact time required to meet the practical skills development and evaluation standards do count towards the required contact time. More specifically, they may be applied towards the required 60 contact hours that address Exam Content Outline sections 1, 2, and 4 (coaching structure, coaching process, and ethics/legal considerations).

1. Practical skills development
   a. A student demonstrates three complete practice coaching sessions, each a minimum of 20 minutes in duration.
   b. These practice coaching sessions are followed by faculty-led developmental feedback on practical coaching skills. The feedback must be provided verbally in real time. A minimum of one hour total feedback time per student over the three sessions is required and counts as part of the required minimal synchronous hours.
   c. Practice coaching sessions can be presented in a live or recorded format.

2. Practical skills evaluation
   a. At least one of the above three complete student practice coaching sessions must be assessed by faculty for competency in practical skills, and the assessment must result in a pass/fail grade. The coaching session can be presented in a live or recorded format, typically near the end of the program, and a passing grade is required for successful completion of the program. The program’s grading rubric must meet the guidelines as set forth in the NBHWC Practical Skills Guidelines, including listing observables for what a pass/fail grade would be. You can find the Practical Skills Guidelines on the NBHWC website.
FACULTY REQUIREMENTS

Introduction/Background on the Faculty Requirements

The faculty standards below are designed by the NBHWC Board of Directors and its advisors to ensure that the faculty of health & wellness coach (HWC) training & education programs, in this diverse and developing field, have satisfactory underlying education, and the necessary credentials and specialized interpersonal skills training to provide quality education and practical skills training to health & wellness coaching students. These faculty standards are designed to set expectations and requirements around the size of faculty, their duties, responsibilities and their underlying prior education, and to set realistic current expectations while forecasting increasing future expectations that faculty will be well-educated in the ever-expanding body of knowledge in health and wellness coaching and be well-trained in the interpersonal coaching skills that give this field its unique identity and effectiveness.

The underlying education/licensure backgrounds suitable for faculty are broad at this time and are listed below. Subsequent editions of these standards will gradually increase the expectations of faculty from NBHWC-Approved HWC training and education programs. In addition to passing the HWC Certifying Examination, faculty must also demonstrate competency in the same set of interpersonal practical skills in which they are expected to train and assess their students.

A program’s team of faculty members or instructors is responsible for delivering NBHWC national standards that address four areas:

1. training and education in sections 1, 2, and 4 of the HWC Certifying Examination Content Outline, using synchronous and asynchronous formats
2. practical skills developmental feedback and guidance (i.e. mentor coaching)
3. pass/fail practical skills assessment after completion of training and education in coaching competencies
4. education in health and wellness knowledge (section 3 of the HWC Certifying Examination Content Outline).
Faculty Requirements – Section 1 of 2

Primary faculty members or instructors are those who are primarily responsible for curriculum design, content delivery, and/or assessment/evaluation and who deliver training and education in sections 1, 2, and 4 of the HWC Certifying Examination Content Outline, using synchronous and asynchronous formats, practical skills developmental feedback and guidance, and/or pass/fail practical skills assessments. Programs are required to establish a skilled team where:

- 80% of the required contact time is taught by faculty that have completed a minimum of at least 60 hours of coach training and education, including at least 40 hours of synchronous format.¹
- 50% of the required contact time is taught by faculty that have earned the designation of National Board Certified Health and Wellness Coach (NBHWC) within two years of receiving NBHWC program approval.
- 80% of the required contact time is taught by faculty that have completed at least 200 hours of coaching practice.²
- 25% of the required contact time is taught by faculty that have a minimum of a master’s degree or higher in a health and wellness-related field, or a bachelor’s degree plus a license in a nationally recognized health and wellness-related field.³

¹ Coach training and education in core coaching competencies may be:

- completion of an NBHWC-Approved Program
- an International Coach Federation accredited program that is at least 60 hours
- a portfolio of coaching competency education and training that is at least 60 hours, of which 40 hours are synchronous

² 200 hours in coaching practice may be:

- individual or group health and/or wellness coaching services
- coaching hours that support an International Coach Federation credential: Associate Coaching Credential (ACC), Professional Coaching Credential (PCC), or Master Coaching Credential (MCC)
coaching services may be volunteer or for pay, but cannot be delivered to friends or family, or in services exchange with other coaches.

- sessions must be of at least 20 minutes duration, 75% of which must be coaching process (versus instructional, educational, or directional)

3 Health and Wellness-related domains include:

Master's or higher degree in health coaching, integrative health, psychology, health promotion, health education, wellness, health management, clinical social work, counseling, marriage and family therapy, couples therapy, pastoral counseling, exercise physiology, kinesiology, nursing, medicine including psychiatry, osteopathic medicine, naturopathic medicine, chiropractic medicine, Traditional Chinese Medicine, dentistry, physiology, nutrition, dietetics, health care systems management, public health, yoga therapy, physical therapy, occupational therapy or other official allied health fields.

Please note that a bachelor's degree plus an active, nationally-recognized license or registration as an allied health professional will be considered equivalent to a graduate degree. Examples include, LDN, RDN, RCEP, LCEP, CPHP, CHES.
Faculty Requirements – Section 2 of 2

For faculty or instructors who deliver section 3 of the HWC Certifying Examination Content Outline, education in health and wellness knowledge, 80% of the required contact time is taught by faculty that have completed a minimum of a master’s degree or higher in a health and wellness-related field, or a bachelor’s degree plus a license in a nationally recognized health and wellness-related field *

*Health and Wellness-related domains include:

- Master’s or higher degree in health coaching, integrative health, psychology, health promotion, health education, wellness, health management, clinical social work, counseling, marriage and family therapy, couples therapy, pastoral counseling, exercise physiology, kinesiology, nursing, medicine including psychiatry, osteopathic medicine, naturopathic medicine, chiropractic medicine, Traditional Chinese Medicine, dentistry, physiology, nutrition, dietetics, health care systems management, public health, yoga therapy, physical therapy, occupational therapy or other official allied health fields.

Please note that a bachelor’s degree plus an active, nationally-recognized license or registration as an allied health professional will be considered equivalent to a graduate degree. Examples include, LDN, RDN, RCEP, LCEP, CPHP, CHES.
This section has been provided to address frequently asked questions. As the program approval process continues to evolve, we will add to this information, so please check back often!

As you are developing your program, we also encourage you to review the HWC Certifying Examination Content Outline.

General Programmatic Clarification:

In addition to meeting the requirements set forth in this document, our program includes additional curricula/classes/lessons that are unique to the standards. For example, our graduates complete training on the business of health and wellness coaching. They also must complete coursework in general education including English composition. How do we account for this portion of our program when completing the application – specifically with regards to the faculty and contact time standards?

While these extracurriculars do not count towards the required contact time, we encourage you to make mention of them when completing your application. The faculty requirements do not apply and are at your discretion with regards to this portion of your program. When completing the contact hours and faculty tables within the application, please include only the contact hours and faculty that are distinct to Sections 1-4 of the Certifying Examination Content Outline.

General Programmatic Clarification:

The published standards stipulate that programs must provide a minimum of 75 contact hours of training and education that cover the Health & Wellness Coach
Certifying Examination Content Outline. This does not explicitly indicate whether students within an approved program must complete all of the required 75 contact hours. Can you please clarify this standard?

As published, programs are required to provide a minimum of 75 contact hours of training and education that cover the Health & Wellness Coach Certifying Examination Content Outline. The NBHWC acknowledges that there exists a myriad of different philosophies on and approaches to student attendance and/or participation and their relative impact on grading and graduation. It is further recognized that these matters are traditionally left to the "reasonable and customary" discretion of the programs themselves.

Notwithstanding, it is an expectation that every graduating student within an approved program will have completed a minimum of 75 contact hours in accordance with the published standards. Additionally, it is a requirement that every graduating student will have met the published standards for practical skills development and practical skills evaluation.

Practical Skills Requirements Clarification:

The practical skills requirements state that, “The program’s grading rubric must meet the guidelines as set forth in the NBHWC Practical Skills Guidelines, including listing observables for what a pass/fail grade would be.” Can we adopt/utilize the Practical Skills Guidelines as our program’s evaluation rubric? Regardless, how much of these guidelines must be incorporated into our program’s evaluation rubric.

The NBHWC Guidelines document is not a complete practical skills evaluation rubric. Rather, it is a comprehensive list of items (based upon the certifying examination content outline) that should be considered when constructing your program’s rubric and/or transforming it to meet the NBHWC published program standards. Applying programs are encouraged to utilize this document when constructing your program’s unique practical skills evaluation process and rubric. Programs will be required, as part of the application process, to demonstrate precisely how the practical skills guidelines have been incorporated into the creation and/or transformation of your program’s rubric.
Faculty Requirements Clarification:

Can I take my own program (through which I am presently employed) in order to qualify to sit for the NBC-HWC exam?

Extant program faculty who need to complete an NBHWC approved program in order to earn their NBC-HWC may select from any currently approved program. NBHWC recognizes that there can be value in having select faculty complete their own program, which is also permitted.

Please note that if a faculty member completes an NBHWC-approved transition program, they must sit for the HWC Certifying Examination by February 22, 2021. After this date, anyone sitting for the exam must complete an approved program under the 2018 standards as outlined in this document. (Note that all eligibility requirements to sit for this exam must be completed by October 30, 2020.)

Faculty Requirements Clarification:

I am a faculty member who has taken extensive health and wellness coach training over the course of many years. According to the published faculty standards, I am still expected to complete an NBHWC approved program in order to sit for the NBC-HWC. Do I have any other options?

The NBHWC believes that all program faculty, regardless of existing knowledge and experience, will benefit significantly from completing an approved program. Faculty who believe they have truly exceptional circumstances, including those that have authored/developed/founded a health and wellness coach training program, may alternatively petition for admission to the NBC-HWC examination.
Petitioning faculty should email Nicole@NBHWC.org for details. Please note there is a $75 non-refundable fee for all petitions. All petitions must be submitted at least 30 days prior to the close of the application window for the next exam.

Faculty Requirements Clarification:

What happens if throughout the course of the approval period our faculty drops below the published standards?

In the event that an approved program experiences a drop below this standard, the program will have 90 days to secure new faculty commensurate with the standard – each of which will be required (after date of hire) to obtain their NBC-HWC upon conclusion of the next available examination cycle.

READY TO APPLY?

NBHWC recommends programs complete the Self Study prior to beginning their official Program Approval Application. You can access this important document on the NBHWC website or by clicking here.

When you believe your program meets the published standards as outlined in this document and on the self study, you can begin your application. The steps below give a general outline of the process.

1. Visit www.nbhwco.org/program-approval-application/
2. Click the “Program Approval Application” button
3. Fill out your application
   a. Please note, you are able to go in and out of the application as needed. It does not need to be completed in one sitting
   b. Be sure you upload all documents as PDFs.
   c. For the fastest process, be sure that all questions are answered completely and accurately
4. When your application is fully complete, submit the application
5. NBHWC will send you an invoice for the non-refundable application fee ($549)
6. Once this invoice is paid, your application will be assigned to a reviewer
7. In 7-10 days, your reviewer will reach out to schedule a Virtual Site Visit (VSV)
   a. You can read more about the VSV in the self study document
8. Program Approval decisions are voted on during the first week of each month. You will
   be notified of the PAC’s decision by email after the vote occurs
9. NBHWC will send you an invoice for the Approved Provider Fee ($900 for a 3 year
   approval)
10. Program will submit an annual update form to ensure the standards continue to be met

**Need More Help?**

*For Technical Assistance – Please use the drop down help menu within the online application.*

*For Requirement Questions – Please email Leighann@NBHWC.org.*