Program Proposal for an Undergraduate Certificate

REQUIREMENTS FOR CERTIFICATE = 20 credits minimum; 9 credits >300; 9 credits unique to the certificate (not required of major)

1. Name of the proposed undergraduate certificate. Health Coach Certificate

2. Name of the department(s) involved. Food Science and Human Nutrition; Kinesiology and Psychology

3. Name of contact person(s). Ruth Litchfield

4. General description of the undergraduate certificate.
Preparing students to work in careers of health and wellness promotion requires demonstrated knowledge in nutrition and physical activity. In addition, professionals must be knowledgeable of motivational behavior techniques.

5. Need for the proposed undergraduate certificate.
The Bureau of Labor Statistics and Occupational Outlook Handbook note health care services and personal care are among those careers that will experience the fastest growth through 2020 (approximately 20%). A search for ‘health coach’ at the Careerbuilder website resulted in 6,672 positions posted within the past 30 days (1/27/14).

The Health coach certification will enhance the marketability of students currently pursuing degrees in the Departments of Food Science/Human Nutrition, Kinesiology and Psychology. Although there are a number of organizations and agencies offering a health coach certificate, they do not provide the rigorous academic and theoretical background in the components of health required to prepare workers for the challenges of working in this field. ISU is well suited to provide this education given the strong academic programs in human nutrition, kinesiology and psychology.

Presently, no national accrediting/governing body of health coaches exists, resulting in a number of certification/certificate options with varying degrees of qualifications and rigor. The table below documents this wide variation in certification/certificates available. The proposed health coach certificate will allow ISU students with a more rigorous and comprehensive foundation in nutrition, exercise, and motivational coaching to compete for employment opportunities requiring health coach certification or certificate. ISU students would be able to sit for the American Council on Exercise exam should they choose to do so. The certificate would evolve to meet requirements of a national accreditation standard, should that occur in the future.
<table>
<thead>
<tr>
<th>Governing body</th>
<th>Title Issued</th>
<th>Age required (≥18 y/o)</th>
<th>Prerequisite Qualifications</th>
<th>CPR/AED required</th>
<th>Cost</th>
<th>Program description</th>
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<tbody>
<tr>
<td>ACE</td>
<td>Certification</td>
<td>yes</td>
<td>must have a current NCCA accreditation in fitness, nutrition, health care, wellness, human resources or related field; associate degree or higher in fitness, exercise science, nutrition, health care, wellness, human resources or related field; or comparable work experience in any of above</td>
<td>yes</td>
<td>$350</td>
<td>no class requirement - exam only</td>
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<tr>
<td>Wellcoaches (ACSM endorsed)</td>
<td>Certification</td>
<td>no</td>
<td>degree in AT, community health, DC, dentist/hygienist, ex phys, ex sci, fitness, gerontology, health promotion, health psych, health sci, human performance, sport mgt, wellness, physiology, optometry, nutrition, nursing, MD, recreation, psych, social work, sociology, sports psych, speech path, licensed acupuncturist</td>
<td>no</td>
<td>$495</td>
<td>18 week online training, 90 min/week; exam includes a live practical skills assessment with examiner via phone $425 for 11 module text based program; exam includes an electronic skills competency; real-life clinical scenarios that simulate patient/client conversation to which the most appropriate response is selected; granted for 5 years must be member of NSCH.</td>
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<tr>
<td>National Society of Health Coaches</td>
<td>Certification</td>
<td>no</td>
<td>Qualified health care professional including MD, PA, ARNP, RN/LPN, RD, CDR Diet Tech, DC, ATC, therapists &amp; assistance (PT, OT, recreation, respiratory), ACSM cert ex physiologist or exercise specialist.</td>
<td>no</td>
<td>$425</td>
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<tr>
<td>Institute for Integrative Nutrition</td>
<td>Certificate</td>
<td>no</td>
<td>No</td>
<td>no</td>
<td>&lt; $5000</td>
<td>Year-long online program minimum 1 year to do both courses; must complete foundation course to enroll in certification course; foundation course is online course + 3, 3.5 day on-site workshops plus telephone health coach practice calls; Certification course online 6 months</td>
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<tr>
<td>Integrative Health Coach - Duke</td>
<td>Certification</td>
<td>no</td>
<td>requires 4 year degree or 3-5 years of medical/allied health work experience</td>
<td>no</td>
<td>$5595 foundation course; $4025 certification course</td>
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<td>Healthsciences.org</td>
<td>Registered health coach</td>
<td>no</td>
<td>No</td>
<td>no</td>
<td>$1595-1850</td>
<td>workshop or distance learning; valid for 3 years @ $125; #325 for re-exam or document CEUs</td>
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<tr>
<td>Institute</td>
<td>Certification</td>
<td>Requirements</td>
<td>Cost</td>
<td>Duration</td>
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<tr>
<td>Dr. Sears Wellness Institute</td>
<td>Certification</td>
<td>??</td>
<td>??</td>
<td>options in families, prenatal, adults and seniors; first certification 6 weeks, specialties additional 3 weeks; all online with conference calls, discussion rooms</td>
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<td>Real Balance Global Wellness</td>
<td>Certification</td>
<td>?</td>
<td>$1,190</td>
<td>32 hour online program over 8 weeks, 5 buddy coaching sessions, case study, final exam</td>
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<td>Spencer Institute</td>
<td>Certification</td>
<td>?</td>
<td>4197</td>
<td>online self-guided 20 hour program; exam; valid for 2 years requires 2 CEUs every 2 years</td>
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<tr>
<td>U of WI</td>
<td>none - sit for ACE exam</td>
<td>no</td>
<td>$275 (non-student); $100 (student)</td>
<td>Online course &quot;Health and wellness coaching&quot;; component of online BS in Health &amp; Wellness Mgmt</td>
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<tr>
<td>Georgetown University</td>
<td>Certificate</td>
<td>2 of the following: 4 yr degree, 1 yr work experience in related field, licensure in health field, field training (leadership coaching)</td>
<td>$6995 + Books</td>
<td>5 month program involving 88 classroom hours and 40 practicum hours</td>
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</table>
6. Objectives of the proposed undergraduate certificate including the student learning outcomes and how the learning outcomes will be assessed.
   - Identify and apply the nutrition principles that promote healthy weight, prevent chronic diseases, and support physical activity and fitness.
   - Identify and apply principles of kinesiology that promote healthy weight, enhance or maintain physical activity and fitness.
   - Identify and apply principles of human psychology that facilitate motivation to encourage and maintain behavior change.
   These will be achieved through completion of coursework.

7. Relationship of the undergraduate certificate to other programs at Iowa State University.
   Provides additional credentials for students already pursuing a bachelor’s degree in Food Science/Human Nutrition, Kinesiology, or Psychology.

8. Relationship of the undergraduate certificate to the strategic plans of the university, of the college, and of department or program.
   The certificate complements and integrates with:
   - CHS strategic plan to expand human potential and improve lives, specifically through the key initiative of wellness.
   - CALS vision to improve lives and livelihoods, specifically through the strategic plan goal to produce and disseminate basic and applied research results that address food security, food safety… and human health.
   - ISU mission to apply knowledge … into products, services and information that will improve the quality of life for the citizens of Iowa, the nation and the world.

9. Comparison of the proposed undergraduate certificate with similar programs at other universities, including the Regent’s universities. NONE

10. Program requirements and procedures, including:
    a. prerequisites for prospective students;
    Students will need to take any prerequisite courses for the program of study
    b. application and selection process;
    All ISU students who meet the course requirements will be eligible.
    c. language requirements;
    None
    d. courses and seminars presently available for credit toward the program;
23 Credits as follows:

- **FSHN 265** Nutrition for Active and Healthy Lifestyles (3)
  - Pre-requisites: FSHN 264 (Pre-requisites FSHN 167, CHEM 163/163L, BIOL 211)
- **FSHN 364** Nutrition and Prevention of Chronic Disease (3) OR **FSHN 365** Obesity and Weight Management (3)
  - Pre-requisites: BIOL 256/256L
- **FSHN 361** Nutrition and Health Assessment (2)
  - Pre-requisite: FSHN 265
- **KIN 458** Principles of Fitness Assessment and Exercise Prescription (4)
  - Pre-req: KIN 258, KIN 358
- **KIN 467** Exercise and Health: Behavior Change (3)
  - Pre-req: KIN 366 or equivalent
- **PSYCH 422** Counseling Theories and Techniques (3)
  - Pre-req: 3 courses in psychology
- **PSYCH 485** Health Psychology (3)
  - Pre-requisites: jr classification; 6 credits in psychology

**Practicum experience 2 credits from FSHN 495 or HS 485**

The following reflections and project will be incorporated into existing practicum experiences (nutritional science – nutrition and wellness option, kinesiology and health – community/public health, exercise science options).

- What is coaching and how is it different than counseling/therapy or giving advice? What is the scope of practice of a health coach?
- Explain 3 key components of coaching psychology used by professional health coaches?
- Formulate a list of 5 open ended questions you would feel comfortable using in coaching.
- What is mindfulness and what role does it play in health coaching? Give an example of a mindfulness exercise you could use with a client to increase mindfulness.
- Pick an area of your own wellness that you would like to change/modify or have changed recently. Determine which stage of change you are /were in. What information did you use to determine your current stage of change? Why is it important to identify the stage? What are some different coaching strategies based on stages of readiness?
- Write 3 SMART behavioral goals for a client keeping in mind the need to achieve the balance between challenging clients to do more than they think they can do and setting goals that are unrealistic and lead to failure.
- Explain the statement “Wellness is much more than the absence of illness”. Why do you think this may be important in health coaching?
- What can you do if your client does not seem ready or committed to making change?

**Final project ideas:**

- Observe a video of a health coaching session. A video would be created to demonstrate some of the key features: opening, weekly goal review, generative moment (coach and client exploring topic, strengths/values, environments, decisional balance, brainstorming,
confidence), goal setting and session close. Did you hear empathy, open ended questions, reflective listening, reframing and other coaching tools? Share your reaction to the coaching technique and style—what did you like that you might use in your coaching and would you change or improve?

- Students create a video in which they role play a follow up coaching session where a classmate plays the role of a client. Both students are provided a scenario of the client which includes health issues and lifestyle behaviors as well as the goals established by the client. The evaluator would follow A rubric would be used to evaluate the positives and negatives of the coaching session.

- Students schedule a 20-minute appointment with his/her evaluator. The evaluator plays the role of a client and the student is the coach. The evaluator provides the student with a health history and profile of the “client” before the scheduled meeting time. Similar to project idea #2, the evaluator would follow a rubric for evaluating the coaching session. The student then turns in a summary reflection (similar to a progress note that you would keep on a client) identifying behavioral techniques he/she used during the session, plans for future sessions with this client, etc.

11. General description of the resources currently available and future resource needs, in terms of:

   a. faculty members;
      This certificate creates an interdisciplinary program, which integrates existing expertise on campus. Additional faculty will not be required for administration of this program; however, reallocation of existing faculty teaching may be needed.

   b. computers, laboratories, and other facilities;
      Classrooms, laboratories, and computer resources currently available for students will be utilized for the program.

   c. library facilities (journals, documents, etc.) in the proposed area;
      Integration of existing expertise on campus does not increase the need for additional library facilities. Library facilities currently available for students will be utilized for the program.

   d. supplies, field work, student recruitment, etc.
Student recruitment will be integrated into existing efforts within each of the participating departments. The practicum experience included in the certificate will be modeled after existing practicum experiences in Kinesiology and Food Science and Human Nutrition (HS 483, FSHN 495). Students are responsible for identifying practicum experience sites to fulfill the practicum requirements.

12. Describe the needs for new resources and/or reallocated resources. Attach to the program proposal memos from the department chair(s), the college dean(s), and other appropriate persons, agreeing to the allocation of new resources and/or the reallocation of resources.

No new resources needed

13. Attach to the program proposal, letters of support, recommendations, and statements when appropriate, from programs and departments at ISU which are associated with the proposed program or have an interest in the proposed program.

14. If the new program is interdisciplinary, a governance document should be created and submitted to the Associate Provost for Academic Programs. Indicate here that it has been completed.

Student advising relative to the health coach certificate will be handled by an academic adviser in each of the participating departments (FSHN, KIN, PSYCH), respectively. The academic adviser will monitor to ensure that:

a. Required coursework (23 credits) is completed
b. A minimum of 12 credits are taken at ISU.
c. A minimum of 9 credits are not used to meet any other department, college, or university requirements for the baccalaureate degree except to satisfy the total credit requirement for graduation and to meet credit requirement in courses numbered 300 or above.
d. A cumulative grade point average of at least 2.00 is required in courses taken at ISU for a certificate.
Governance Document for Undergraduate Health Coaching Certificate

I. Mission Statement
The interdisciplinary undergraduate health coaching certificate is intended to significantly increase the number of ISU graduates who are qualified as health coaches to engage clients in active pursuit of improved health, chronic disease management and prevention through integrative practice involving nutrition and healthy food choices, physical activity and emotional/social skill development.

II. Faculty
Faculty members of participating departments (Food Science and Human Nutrition, Kinesiology, Psychology) are eligible to serve on the faculty of the certificate. All faculty members wishing to participate in the certificate must submit a curriculum vitae to the advisory committee, a brief statement of interest, and approval from the department chair of the home department. Admittance to the certificate faculty is decided by a majority vote of current program faculty members. Individuals who are not members of the ISU faculty may serve as advisors to the program at the discretion of the advisory committee.

III. Students
Any ISU undergraduate may declare for the health coaching certificate. Students will work with the certificate academic adviser in one of the participating departments. The academic adviser will monitor student progress to ensure that certificate requirements are met. Students will complete a set of required core courses and electives to fulfill curricular requirements consistent with ISU policies on undergraduate certificates.

IV. Administration
An advisory committee for the certificate will be appointed by the Department Chairs of the three programs and consist of a faculty member from each of the participating departments (n=3), an academic adviser from each of the participating departments (n=3), and one student representative (rotated annually among the three departments) (n=1; total n=7). A professor-in-charge (PiC), appointed by a consensus of the three department chairs, will administer the program. Rotation of faculty and academic advisors to the advisory committee will be at the discretion of the respective Department Chairs. Program policies shall be set by the program’s advisory committee, which is responsible for curriculum, promotion and publicity. The PiC is responsible for carrying out program policies, serving as a conduit between program faculty members and university administrators, advising support staff and ensuring that inquiries about the program are answered.

The student representative is encouraged to participate and to vote on all policy matters but will be excused from confidential discussions of individual students and applicants.

A departmental representative, when faced with a scheduling conflict, may designate a representative or proxy from the same department to attend an advisory committee meeting, make comments and vote in his or her place. If a member of the program faculty is not available to serve as a proxy, a non-member may be designated. The student representative can similarly designate a proxy from the program’s student body.

Meetings of the advisory committee may be convened regardless of numbers of attendees, although every effort will be made to schedule meetings to maximize attendance. A simple majority of the advisory committee is required for a quorum on any vote. Each member of the advisory committee (departmental representatives and student), including the PiC shall have one vote. The decisions of the PiC may be overridden by a majority of the advisory committee. Ties do not constitute an override. Cases of disagreement between the program faculty and either the PiC or the advisory committee shall be handled through referenda (see below).

Standing and ad-hoc committees shall be comprised of members of the certificate faculty and students. Committee chairs will be determined by the committees and will normally serve two year terms from July 1
of even-numbered years until June 30 two years later.

**V. Meetings**
The PiC will be responsible for convening meetings of the advisory committee on a regular basis during the academic year. Typically, the advisory committee will meet once a semester and the program faculty will meet once each year.

**VI. Elections and Referenda**
A referendum may be brought to the program faculty at any time if at least three members of the program faculty communicate their support for it, in writing, to the advisory committee. The referendum must be posted to the program faculty within one week of it being brought to the advisory committee by the minimum of three program faculty members, with a time-limit for response of not more than two weeks. A majority of those voting must approve of a referendum for it to pass, and at least a majority the program faculty must vote for the results of a referendum to be valid.

**VII. Changes to the Governance Document.**
Changes to the governance document of the health coaching certificate shall be proposed in writing to the faculty at least two weeks before a meeting of the program faculty at which they will be considered. Provision shall be made for electronic ballots to be cast during a two-week balloting period. A valid vote on proposed changes to the governance document shall require that at least a majority of the program faculty to cast a ballot. A majority of those voting at the meeting and electronically must approve of a proposed change for it to pass.
October 3, 2014

TO: Dr. Ruth Litchfield, Associate Professor and Associate Chair  
Department of Food Science and Human Nutrition

FROM: Philip Martin, Professor and Chair  
Department of Kinesiology

SUBJECT: Proposal for Health Coach Certificate Program

I am writing to confirm the support and involvement of the Department of Kinesiology as a partner with the Department of Food Science and Human Nutrition and the Department of Psychology in the Health Coach Certificate Program, should the program proposal be approved.

The Kinesiology faculty feel the certificate program will provide a substantially more rigorous training opportunity for students than those currently available in the market place. We are convinced students who complete the program will be very well prepared to pursue health coaching in a variety of public and private settings.

On Thursday, October 2, 2014, Kinesiology faculty voted to support the proposal with a vote of 19 in favor and 0 opposed.

cc: Ruth MacDonald, Professor and Chair, Department of Food Science and Human Nutrition  
Carolyn Cutrona, Professor and Chair, Department of Psychology
Dr. Ruth MacDonald  
Chair, Department of Food Science and Human Nutrition  
Dr. Phillip Martin  
Chair, Department of Kinesiology  

October 21, 2014

Dear Dr. MacDonald and Dr. Martin,

The Department of Psychology is pleased to support your proposal for a new Health Coach Program that will train students to:

- Identify and apply the nutrition principles that promote healthy weight, prevent chronic diseases, and support physical activity and fitness
- Identify and apply principles of kinesiology that promote healthy weight, enhance or maintain physical activity and fitness
- Identify and apply principles of human psychology that facilitate motivation to encourage and maintain behavior change

The department voted 22 in favor and 0 against this new program at its faculty meeting on Monday, October 20th. Our single suggestion would be that students in the program should also be encouraged to take Psych 422L, Laboratory in Counseling Theory and Techniques. We do not currently have the capacity to accommodate a large increase in enrollment in this class, but in the future, if the Program flourishes, we would seek additional resources to add extra sections. In the meantime, it may be that the proposed Practicum course would give students the needed experience in effective interpersonal communication for helping professions.

We look forward to working with you on this exciting new program.

Sincerely yours,

Carolyn E. Cutrona, Ph.D.
Professor and Chair
Department of Psychology
Iowa State University
515-294-0282
ccutrona@iastate.edu
Dear Ruth,

As Chair of the Department of Food Science and Human Nutrition, I enthusiastically endorse the proposal for ISU to offer the Health Coach Certificate. The Certificate was well supported by the FSHN faculty with a vote of 20 in favor, 4 opposed and 7 abstain. This interdisciplinary program combines courses from Psychology, FSHN and Kinesiology and thereby will provide students with a solid foundation in these aspects related to health care. There is a growing interest in the healthcare arena for expanded emphasis on disease prevention.

ISU has strong research and teaching programs in the three essential elements of disease prevention – diet, physical activity and mental health. The Health Coach Certificate is designed to encourage students to utilize and integrate these elements to promote healthy lifestyles. It is our goal as well to bring students from different degree programs together within this Certificate program so that exchange of ideas and concepts will occur.

The Health Coach Certificate is an excellent example of how three departments across two colleges were able to collaborate and develop a new program. In addition to fostering a new opportunity for students, it is my hope that our three departments will continue to interact and engage on research projects that synergistically advance the efforts of each program.

Sincerely,

[Signature]
Academic Program Approval Voting Record

This document is to be appended as the last page of the proposal for any new or revised academic program to record the successive votes of approval as the proposal moves through its required review and approval steps. Consult Faculty Handbook Section 10.8 or the Faculty Senate Curriculum Committee website for information regarding Committee review and voting requirements for each action.

Curricular Action: (check appropriate boxes below)

1. x New Program □ Name Change □ Discontinuation □ Concurrent Degree for:
2. □ Undergraduate Major □ Graduate Major □ Undergraduate Minor □ Graduate Minor
   x Undergraduate Certificate □ Graduate Certificate □ Other: ___________________
4. Name of Contact Person: Ruth Litchfield e-mail address: litch@iastate.edu
5. Primary College: College of Human Sciences Secondary College: College of Agriculture and Life Sciences
6. Involved Department(s): Food Science and Human Nutrition

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<tr>
<th>Voting Body</th>
<th>Votes</th>
<th>Date of Vote</th>
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<tbody>
<tr>
<td>Dept. or Program Committee</td>
<td></td>
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<tr>
<td>Food Science and Human Nutrition</td>
<td>For: 20 Against: 4 Abstain: 7</td>
<td>10-2-14</td>
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<tr>
<td>Kinesiology</td>
<td>19</td>
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[FSCC – November 2013]