



# Health Coaching Awareness Week

## 18-22 September, 2023

*A Nationally organised week to help raise awareness of Health Coaching.*

Please note: many links provided in this toolkit, are to NHS Futures. If you do not have a login and cannot access the links, please contact Communications Lead for Wessex Cancer Alliance: [jemma.jones@copiaproductions.com](mailto:jemma.jones@copiaproductions.com) and we can send you the documents via email.

### Aim

The aim of health coaching awareness week across the NHS is to:

- Raise awareness of the opportunities and benefits of using health coaching skills by highlighting how it can increase people's capability to self-manage major conditions, and support people to make more informed and conscious choices that prevent the escalation of illness and improve health outcomes.
- Showcase how incorporating health coaching skills into daily conversations can bring about positive changes for individuals and the health and care system, such as reducing demand on services and the need for clinical interventions.
- Showcase good practice and the impact of health coaching across the NHS in primary, secondary and community care, and highlight that health and care professionals from any specialism can learn to take a health coaching approach, with the right training.

Here at Wessex Cancer Alliance, we will be using Health Coaching Awareness week to:

- Promote our health coaching skills training offer to secondary, palliative and community health care professionals, who support people with cancer.
- Share our video, explaining the benefits of Health Coaching and the offer to attend training with our newly trained Health Coaches.
- Raise awareness of the benefits of Health Coaching for people working across Wessex, who support people living with cancer.

We would encourage our colleagues across Wessex to help us promote the benefits of Health Coaching by using some of the nationally prepared materials as well as the information provided in this briefing pack.





Click here to visit the dedicated Futures Workspace – [Health Coaching Awareness Week.](#)

## Communications

- **Bulletin/Newsletters**

Please feel free to use the suggested copy in any upcoming Newsletters to promote Health Coaching Awareness week to your staff/stakeholders. Please ensure you share the link to our website or video, so that the details of training can be easily found.

### Suggested Copy:

Let's celebrate the power of health coaching!

It's health coaching awareness week, an opportunity to highlight how this supported self-management intervention can help people achieve better health and wellbeing outcomes and improve their quality of life. Health coaching empowers people and supports them to set goals and find solutions; enabling them to make more informed and conscious choices about their health and wellbeing.

Wessex Cancer Alliance, supported by the Hampshire & IOW ICB and TPC Health, have trained seven trainers pan Wessex to deliver Health Coaching Skills training to those individuals that are working with patients with a cancer diagnosis. This is a fabulous opportunity to access free personal and professional development which will equip you further to offer a personalised approach to patient care and take away the sense of 'needing to fix' all the time which those of us contributing to clinical care often carry.

Please go to [Health Coaching Training - Welcome to Wessex Cancer Alliance](#) for further information and to book your training.

- **Intranet/Staff areas**

Please consider adding some information to your internal staff webpages. A copy of this toolkit, or a link to the NHS Futures workspace and details of the training offer from Wessex Cancer Alliance.

- **Office shared spaces – poster.**





Add a poster to promote Health Coaching Awareness Week, to any noticeboards/shared spaces in the office, to raise awareness. Please feel free to use the poster provided with this toolkit or design your own.



- **Social Media**

Please see some suggested posts below that you are welcome to use to promote Health Coaching Awareness Week and the training offer from Wessex Cancer Alliance. Please ensure to tag @NHS\_WCA and @Pers\_Care in your posts and use the hashtag #HealthCoaching.





### Suggested Social Media Posts:

- It's #HealthCoaching Awareness week. Health coaching empowers people helping them achieve better outcomes and improves quality of life through more choice and control. Join in by sharing your own coaching experiences using #HealthCoaching <https://tinyurl.com/bywrxndv>
- Check out @NHS\_WCA video on #HealthCoaching skills training and find a course to attend on their website. <https://youtu.be/QqA7OfbWG3g?si=R0Z0auiPdTdN-syH>
- Does Personalised Care matter to you? This Health Coaching Awareness week – why not look at booking onto one of @NHS\_WCA Health Coaching skills training courses. #HealthCoaching <https://tinyurl.com/bywrxndv>
- Health coaching works on the core belief that people have an innate capacity to develop and grow; focussing on empowering people to engage in goal setting to reach solutions. Find out more about the #HealthCoaching skills training offer for staff supporting people with Cancer in Wessex. <https://tinyurl.com/bywrxndv>

- **Email Signature**

An email signature banner has been provided by the national team. Please consider adding this to your email for the week. Download the banner [here](#).



### Webinars

You are welcome to attend the following webinars – please ensure you book your space. Please also consider promoting these to your staff/colleagues.

**Making A Difference webinar** NHS England is running on 19 September 1-2.30pm - an introduction to health coaching. Registration is online

<https://forms.office.com/e/kvsaNXBkL6>





There is also a flyer with information you can share with your colleagues to help promote this – please see link below:

<https://future.nhs.uk/SupportedSelfManagement/view?objectID=177113221>

