



Health Coaches

Dos & Don'ts

There are many misconceptions about what a health coach actually does—and what they don't. While some see health coaching as medical care or strict dieting, it is neither. A health coach is a guide, educator, and motivator, offering personalized support to help you build sustainable habits and achieve wellness goals.

This sheet clarifies the role of a health coach, breaking down their responsibilities and limitations so you can make informed decisions on your health journey.

WHAT A HEALTH COACH DOES

- **Provide Guidance and Support**

Helps you set and achieve health and wellness goals through personalized plans; helps you break old patterns and ensure that your achievements are sustainable.

- **Deep Dive into Health History**

Spends considerable time going over your health history to understand deeply-rooted symptoms and behaviors.

- **Educate on Nutrition and Lifestyle**

Offers information and resources on healthy eating, exercise, stress management, sleep hygiene and other topics.

- **Motivate and Encourage**

Acts as a motivator to keep you on track with your goals.

- **Create Practical and Personalized Health Plans**

Develops tailored and practical solutions based on your health history, preferences, and goals, with plans being adjusted as your needs evolve.

- **Offer Accountability**

Keeps you accountable for your health decisions and actions.

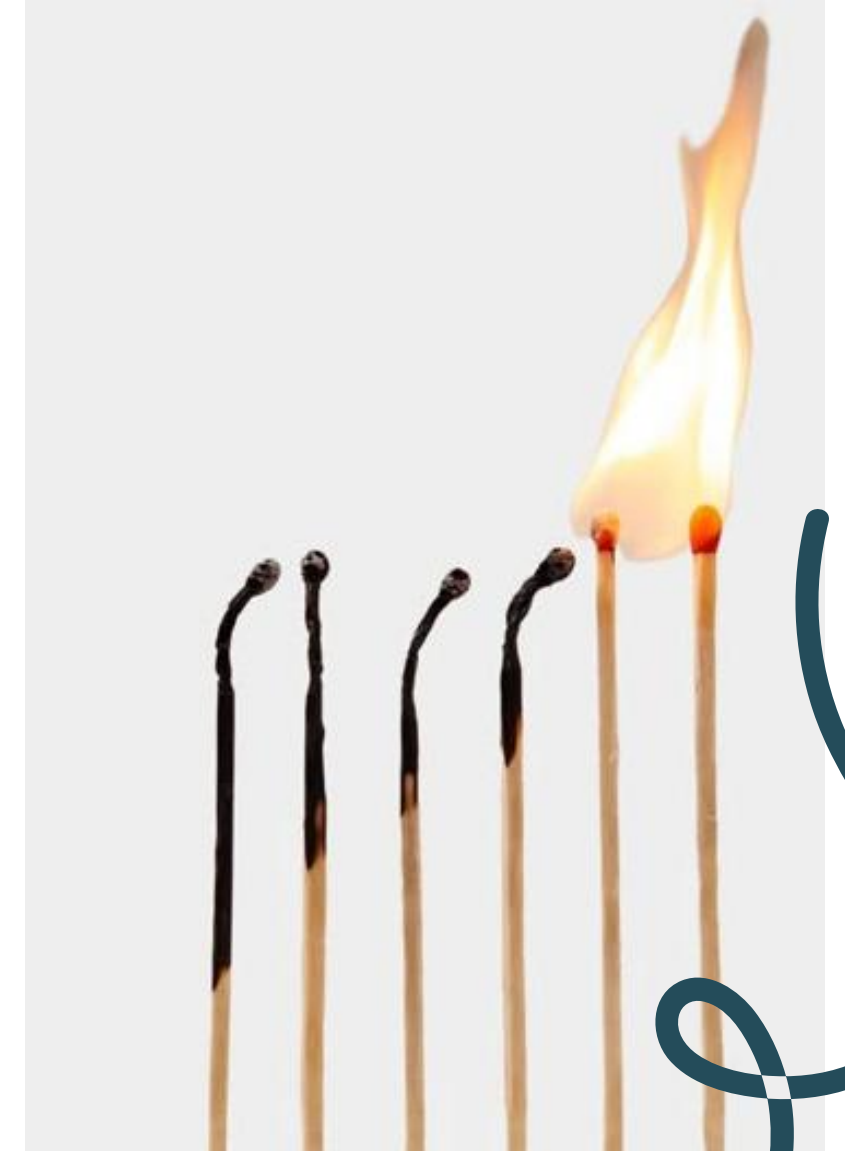
- **Advocate for a Holistic View of Health**

Emphasizes the importance of overall wellbeing, including physical, mental, and emotional health.

- **Provide Resources**

Shares tools, recipes, and strategies to help you make sustainable changes.

A health coach is someone who will accompany you hand-in-hand on your health journey.



WHAT A HEALTH COACH DOES NOT DO

- **Diagnose Medical Conditions**

A health coach is not a medical professional and cannot diagnose, treat illnesses or provide medical advice.

- **Prescribe diets**

Does not provide diets or weight loss programs but rather discusses weight management in a holistic way.

- **Prescribe Medications**

Does not prescribe or recommend medications.

- **Measure weight**

Does not measure and keep track of your weight, or take body measurements.

- **Offer Psychological Therapy**

A health coach is not a licensed therapist and does not provide mental health counseling or therapy.

- **Use Force**

A health coach does not force you to make changes but rather guides and supports you throughout your journey.

- **Judge or Criticize**

A health coach provides you with a non-judgmental and supportive environment.

- **Provide Resources**

Shares tools, recipes, and strategies to help you make sustainable changes.

A health coach is not a dietician, someone who provides medical diagnoses or imposes restrictions on clients.

