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## 63 – Motivate Healthy Habits For Life: Coach Each to Change Before Helping Patients and Families

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Systems are perfectly designed to get the results that they get. Our toxic cultures have created epidemics of unhealthy habits. These epidemics have mass-produced premature deaths and diseases on unprecedented scales in the history of humankind. We are killing ourselves with unhealthy habits beyond all acts of war and terrorism combined. One billion people, or 1-in-8 persons, will die from smoking in the 21st century: never mind the impact of obesity, poor nutrition, alcohol abuse and sedentary lifestyles (1-3). Unhealthy habits shorten life expectancy by 10 years (4). Our “disease” care systems face overwhelming demands, unmet needs, finite resources, regulatory reforms and time-pressured, short-term demands. There will never be enough practitioners and coaches to reverse these epidemics and reduce the mounting burdens of chronic diseases (5). These constraints combined with the dominance of the medical model stymie innovation for where population health improvement needs to go (6).

There are no saviours to solve these problems. We can only save ourselves. Closed mindsets are the greatest barriers to innovation and change. We must expand our closed professional systems constrained by finite resources to include peer coaching systems with exponential capacities and capabilities (See figure 1).

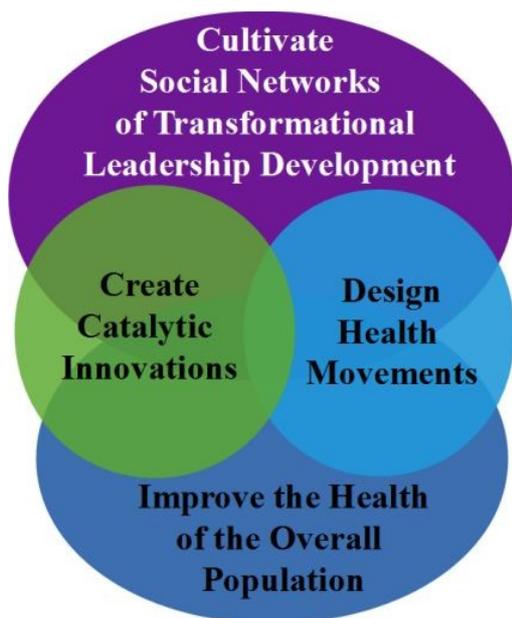
*Our greatness lies not in remaking the world ... but in being able to remake ourselves.*

Gandhi

To do this, we must open, expand and align our mindsets to design health movements (6). Health movements are for the people and led by the people. To build such movements, we need catalytic innovations: scalable, sustainable and self-organizing solutions to:

- Go beyond the limitations of (1-to-1) clinical encounters and (1-to-n) group visits (8)
- Overcome the limitations of evidence-based guidelines and static brief interventions that address surface change
- Engage people in dynamic peer coaching activities to explore, make and sustain deep change
- Mobilize communities to help healthcare organizations break through the ceiling of their organizational performance

Catalytic innovations are inexpensive, convenient and accessible learning processes that radically change how we improve our health (7). Everyone can develop some level of health coaching skills. Taking turns, we can coach each other to improve our health. Social media and online courses can make these innovations widely available: anytime, anyplace and anywhere. Crowd-sourcing strategies using catalytic innovations can unleash the positive power (n-to-n) of our social networks.



**Figure 1: Transformational Leadership:  
Re-designing Systems**



**Figure 2: Design Exponential Health Movements**

The Health Coaching Buddies (HCB) learning system helps people coach each other to motivate healthy habits for life. In other words, we develop health coaching skills for everyday life and create our own circles of health coaching buddies. To initiate this process, we invite our healthcare teams, staff and students to:

- Become Health Coaching Buddies (HCB) together
- Break the taboo and talk about deep change
- Develop healthier habits before helping our patients and families do the same

### ***Lead Together***

To create leadership, professional social movements, our leaders can implement the HCB learning system at all levels. Together, we can follow the seven simple “C” rules to lead exponential health movements (see figure 2).

- Connect to Care
- Be Curious, Creative and Courageous
- Collaborate to Coach each other

*"You must be the change that you wish to see in the world."*  
Gandhi

### ***Become Health Coaching Buddies***

Working together to go beyond surface change (increasing knowledge, setting goals with good intentions and making action plans), you can learn how to talk about deep change.

#### **A. Explore Deep Change**

- Clarify your issues for and against deep change
- Understand why you maximize your reasons to stay the same
- Understand why you minimize your reasons to change
- Identify gaps in your values between what you do and say

#### **B. Make Deep Change**

- Address gaps in your values between what you do and say

- Shift your perceptions in favour of healthy change
- Lower your emotional resistance
- Increase your motivation
- Enhance your confidence and ability to change
- Create commitment and passion to live a healthy life

#### C. Sustain Deep Change

- Develop the discipline to maintain deep change
- Become accountable to yourself and others
- Stay on track with the right motives
- Manage negative feelings and impulses effectively
- Overcome roadblocks to change and stop getting side tracked
- Keep focused on achieving your goals
- Learn from failures to prevent lapses and relapses
- Celebrate successes

The ten online modules (See Table 1) enable you and your health coaching buddies explore, make and sustain deep change.

Table 1. Learning Modules
1—Inspire Healthy Choices
2—Navigate Deep Change
3—Explore Goal-setting
4—Enhance Your Prospects of Deep Change
5—Get to the Heart of Deep Change
6—Lower Your Resistance
7—Increase Your Motivation
8—Enhance Your Skills
9—Use a Circular Process for Effective Action
10—Sustain Your Healthy Habits

### **Learn More**

Experience this learning process for yourself. Go to [www.HealthCoachingBuddies.com](http://www.HealthCoachingBuddies.com). Look over a decision balance of a woman who has unprotected sex with her HIV positive partner and understand why she sacrifices her health. Then use a decision on yourself to discuss your resistance and motivation to change with your health coaching buddy.

### **Host Your Own Webinar or Workshop: Lead the Next Health Movement for your organization and community**

- Download the free e-book [www.HealthCoachingBuddiesMovement.com](http://www.HealthCoachingBuddiesMovement.com) for group discussion
- Access free online course to hear leaders, scholars, researchers and practitioners reviewing this e-book

### **Take Home Messages**

#### Mission

- Implement the Health Coaching Buddies learning system at all levels.
- Create ever-growing social networks of Health Coaching Buddies

#### Vision

- Align leadership, professional and social movements
- Build exponential health movements
- Reverse the epidemics of unhealthy habits

## Original abstract

<http://www.woncaeurope.org/content/4044-online-learning-motivating-healthy-habits-change-yourself-helping-others>

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