Wellness Coaching: The Key To Helping Students Thrive

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LEARNING OBJECTIVES

- Participants will learn about wellness coaching and how it is applied at NC State
- Participants will understand the practical application of wellness coaching in reducing risk of burnout in students and staff
- Participants will determine what strategies most aligned with their campus population
NC State University

Public, co-educational, research university in Raleigh, NC

35,000 students
9,000 faculty and staff

STEM, design, textiles, and veterinary medicine
Wellness and Recreation
THE STATE OF HEALTH AND WELLNESS

Top 5 Impediments for Academic Success for NC State Students

1 Stress  2 Anxiety  3 Sleep deprivation  4 Internet Use  *5 Depression  *5 Cold/Flu

* : Depression and Cold/flu are tied

Student Data

53.7% students have felt overwhelming anxiety in the last 12 months
14.7% students are diagnosed with anxiety
29.7% students have felt so depressed in the last 12 months that it was difficult to function
11.3% students are diagnosed with depression

29.6% students are overweight or obese
68.4% students consume less than two servings of fruits and vegetables per day
53.9% students do not meet recommended guidelines for physical activity

Source: American College Health Association National College Health Assessment, Spring 2015.
Wellness Common Language

Wellness is the connected and interactive combination of six elements that foster a balanced, holistic life.

*This is achieved by having:*

Love for what is done each day, security of finances, vibrancy of physical health, self-awareness and emotional resiliency, quality relationships, and pride in what is contributed to our communities.
Build a Thriving Pack

- Purpose Wellbeing
- Social Wellbeing
- Financial Wellbeing
- Physical Wellbeing
- Emotional Wellbeing
- Community Wellbeing

People
- Peer Support
- Communication
- Responsibility
- Health Education
- Knowledge
- Sense of Community
- Easy Health Options
- Safety
- Sustainability
- Built Environment
- Wellness Programs
- Wellness Events
- Leadership Support
- Marketing & Communication
- Academic Research
- Policy
Why Wellness?

Provide programs and services to support community members overall well-being and help them evaluate options for maintaining healthy lifestyles, through prevention and intervention.

Purpose:

To improve the quality of life for all members of the NC State community: raising awareness; providing education; addressing barriers and; motivating individuals to utilize available resources.
Helping Students

Prevention

The Plan
Incorporates a set of measures which are meant to avoid or protect people from illness, crisis, or adverse occurrences.

The Solution
Various strategies to alleviate an adverse outcome, illness, or crisis.

Intervention
The Coaching Journey
What do health and wellness coaches do?
What is Wellness Coaching?

Collaboration between the coach and student with the goal of supporting and facilitating healthy behaviors through the use of behavioral techniques such as motivational interviewing, assessing readiness to change, problem solving and stages of change.
Wellness Coaching
Structure

● 1 Professional Staff Member
  ○ Receive referrals from campus providers
  ○ Conduct initial consultation with referred students
  ○ Share progress with referring health care provider

● 8 Student Wellness Coaches
  ○ Provide one-on-one coaching with students
  ○ Develop individualized wellness plan
  ○ Provide accountability, support, and guidance
Coaching the Wolfpack Community

- Free service offered to all NC State students
  - 240 students coached since the launch in January 2018
- Employee wellness coaching offered to faculty and staff
  - Employee Fee Structure:
    - 8 Week Sessions
    - Semester Pass
    - Group Options
How Students Find Us

Non-Referral Process:
Student accesses our information via our website on their own through word of mouth from a friend or other source that shares our services

Referral Process:
Student is referred by one of our campus partners and completes a release for their information to be shared with our professional staff member
Integrated Care Model

**Wellness Coaching**
Develop goals on how to build skills to make healthy decisions.

**Exercise is Medicine**
Develop and execute individualized exercise program

Both programs focus on developing adherence and sustainable healthy habits through education and empowerment.
Peer Coaching Connection

Student coaches focus on providing peer to peer coaching to help fellow students align their personal vision of wellness with healthy lifestyle behaviors and skills.
Cornerstone Coaching
Functions at NC State

• Active Listening
  – Listening to hear, not to respond

• Resource Connection
  – Knowing the resources both on and off campus and artfully sharing them with the client

• Mobilizing Action
  – Helping the client understand and discover their current state and crafting how they can move forward
Hot Topics in Coaching

- Stress Management
- Nutrition
- Weight Management
- Goal Setting
- Physical Activity
- Accountability
- Time Management
- Resiliency
What Our Clients Come For
I need help organizing my life. I struggle with time management and staying organized.

I would like to live a healthier and active lifestyle and establish schedules that I can follow.

I want to be proactive with planning for the semester and set myself up for success.

I would like to live a more healthier lifestyle while on campus.

Weight management, holistic support towards mental health resilience goals.

I am a PHD student. I need help in time management, goal setting and stress management.
Self-Care…
More than a bath bomb
Defining Self-Care

- Care provided “for you, by you”
- Identifying your own needs and taking steps to meet them
- Taking time to do some of the activities that nurture you
- Taking proper care of yourself and treating yourself as kindly as you treat others
- Managing your stress in a healthy way
- Performing activities with the intention of enhancing energy, restoring health and reducing stress.
What is one thing you keep putting on the back burner in your life?
“My coach was absolutely wonderful to work with. It was incredibly helpful to break down the goals the way we did and I am confident in my ability to continue improving.”
“My coach was excellent. She comes with prepared every time for our meeting, and we focus on specific topic/aspect each time. She is also very caring and supportive and always listens to me, and helps me make achievable goals to work on every week. Coaching establishes a good start for my own healthy-life journey, and I will continuously practice it in the future. Wellness Coaching is a very helpful program, and I feel grateful to have the opportunities to make positive changes in my life with the help of coaches.”
“I really want to thank my coach for working with me this semester. I became more conscious of my personal wellness in a holistic capacity. I made changes in my personal life and I've honestly felt a difference, physically and mental health wise.

I originally wanted to participate in Wellness Coaching in order to have someone hold me accountable, but I learned to hold myself accountable throughout this process. Our weekly sessions were great and a nice way to wind down the week while also preparing for a new one. I'm so happy that I decided to participate in Wellness Coaching and plan to participate in it when I return from studying abroad.”
Wellness Coaching 2.0

- Extending our coaching efforts to targeted groups like Greek Life, Academics, Athletics etc.
- Continue to gain referrals through non-traditional outlets including student groups
- Offer group coaching experiences for students who want to work toward a healthier lifestyle in a shared space
How do you see coaches functioning on your campus?
Key Considerations

- Strive to understand what the students on your campus need
- Keep students at the center of your efforts
- Be creative about the delivery of your service
- Leverage the support of leadership and partners
- Continue to evolve as your campus culture shifts
THANK YOU!