



THE COACH APPROACH[®]
An Exercise Support Process

Wellness Coach Training Outline

C-A Training

OVERVIEW OF THE COACH APPROACH®

SAMPLE

I. Citing a need

Clinically defined obesity ($\text{BMI} \geq 30$) has more than doubled from 11% to 25% of the population from 1991 to 2000. Being overweight ($\text{BMI} \geq 25$) is at around 60% of all adults. The Centers for Disease Control and Prevention states this fits all the criteria for being labeled a *national epidemic*.

Overall 40% of Americans are sedentary with some groups reaching 73%.

Although weight loss programs and diets have been somewhat successful in the short-term, the chance of weight regain is almost a certainty (about 95%) without exercise.

The very strongest predictor of obesity is a sedentary lifestyle.

BUT - Keeping people exercising beyond the first several weeks is a problem.

Between 40 - 65% of new exercisers are expected to dropout over their initial 3 -6 months.

******This rate is similar for those starting new exercise programs on their own, or within the best staffed, best equipped fitness facilities.

SLIDE: Expected Drop-out Rate from an Exercise Program Over Time

This attrition rate is also similar for cardiac rehab - where exercise may be life or death. The expected 50% or more dropout rate is similar across other health behaviors, as well (smoking cessation; weight reduction; quitting alcohol; quitting drug use - even completion of medication and psychotherapy). Lack of persistence is typical, *not* unusual.