



Articles

Letter from the Editor

Health Coaching Availability Increases through Capital Health Coach

Community Coaching Part 2: How to Get Started

Modeling a Health and Balance Approach

Duke IHC Virtual Book Club: Scarcity

Professional Development Committee Update

Alumni Announcements

Announcements and Upcoming Events from Duke Integrative Medicine

IHCPT Spring 2015 Newsletter

Greetings Duke Integrative Health Coaches,

With the extreme temperatures we have all been facing this winter, there were days when we have been forced into rest and relaxation. I hope you find this rest has been a time of peace in an otherwise busy life and have found a lot of contentment. I am becoming increasingly aware of how much more I get out of life when I slow down.

Whether you do yoga, meditate regularly, or make it a point to relax daily, this recharge time is crucial for staying sane and ultimately being more productive. In the spirit of getting sufficient rest, attached I have included a fascinating chart from the [National Sleep Foundation](#) that lays out their new guidelines for adequate sleep based on age range and demonstrates how these compare to previous guidelines. Go ahead; take a mental health day! Let yourself sleep in, and see how much more you get out of the week!

It has been exciting to kick off 2015 with such a wonderful set of articles. Hearing what others are experiencing in their coaching practices is informative, impressive, and motivating. We have some wonderful alumni contributors for this issue who are giving us a delicious variety of food for thought. The Committee greatly appreciates their contributions!

Jo Brewton has articulately summarized the telephonic meeting that the Duke IHC Virtual Book Club had in February to discuss *Scarcity* by Sendhil Mullainathan and Eldar Shafir. Nancy Watson interviewed Emily Kline, who provides health and wellness coaching services at HealthEast Hospitals and shares with us her change in career, her current work and passion, as well as next steps. Deirdre Breen's article is a follow-up to a community personal health-planning project described in the Duke IHCPT Winter 2014 Newsletter. The project is an example of group coaching within a community, and we appreciate Deirdre sharing these pearls of wisdom with us. Maggie Cooper interviewed Molly McCarthy who started Capital Health Coach, an online call network that provides coaching services by phone for a fee. It is a great example of passion and motivation to expand coaching services. They are looking for Duke Coaches, a great opportunity to reach out to them! Cynthia Knapp Dlugosz has written an update from the Professional Development Committee, and there are several educational and informative sessions being planned this year. Please mark your calendars!

As in each issue, we have an update from Duke Integrative Medicine and an Alumni Announcement section. Please continue to share your professional updates for future issues as well. We appreciate that you continue to participate in the Duke IHCPT Alumni community in ways that work for you: alumni committee participation, posting to the alumni forum, and developing topical or regional interest groups to share with others to name a few.

I hope that 2015 is opening new opportunities and growth of your integrative health coaching practice. With the New Year, many of us make resolutions to improve ourselves. Also, it is always a good reminder for us and our clients that small changes make a BIG difference. We should be committed about everything we do, whether it is small or big. If we find something worthwhile of doing, then it cannot be worthwhile of doing without commitment. Whether it is the daily routine of brushing teeth or taking a walk, it is better to do it with commitment. If we start to do things without commitment, it can become a habit and we will fail miserably. Acting without commitment could become a feature of our personality. It is much easier to succeed when we set realistic goals and work toward them with commitment.

As the Newsletter Committee looks to prepare future issues for 2015, we want to continue including contributions from alumni in each issue. We are currently looking for our contributors for the Summer 2015 issue. If you would like the opportunity to contribute to an issue this year, please contact me at sonali_birla@hotmail.com to let me know your topic of interest and time of year when you'd like to contribute (summer, fall, or winter).

On behalf of the Newsletter Committee, I greatly appreciate such a wonderful audience who take the time to read the Newsletter. Your feedback is always appreciated!

Sonali Birla, Chair
Newsletter Committee Chair



Articles

Letter from the Editor

Health Coaching Availability Increases through Capital Health Coach

Community Coaching Part 2: How to Get Started

Modeling a Health and Balance Approach

Duke IHC Virtual Book Club: Scarcity

Professional Development Committee Update

Alumni Announcements

Announcements and Upcoming Events from Duke Integrative Medicine

Health Coaching Availability Increases through Capital Health Coach

By Maggie Cooper

Those of us who have been called to health coaching feel that we were called to the profession for a reason: to serve, to help, to increase health, to make a difference. We leave our training with big thoughts and great ambitions to bring coaching to the world. How can we do it? How do we reach those who need it?

Molly McCarthy is no exception to these hopes, dreams, and visions. Yet she has recently found a way to reach the masses with health coaching through the launch of her new business, Capital Health Coach.

Molly began her career about 20 years ago as a nurse working in a children's hospital in California, where she began to see a need that wasn't being met by the healthcare system. There was a gap between provider recommendations and patient compliance with the children and teens in her care. Moving on in her career to other health related positions, she still witnessed this gap in the continuum of care. Most recently she has worked in healthcare information technology and is finally seeing a shift to a consumer driven market that empowers healthcare consumers to implement changes needed in their own health. After finding the Integrative Health Coach Professional Training Program at Duke, she felt she had found the answer to meet the need of this gap through coaching.

Last year Molly saw her vision come to life as she reached out to an incubator support group to launch Capital Health Coach, which is an online call network that provides coaching services by phone for a fee. Her dream of integrating her passions and creating something that helps others was coming to life and healthcare was transforming to meet the need to support the vision.

She hopes to support the coaching profession by building more presence for coaching in the market within a framework similar to other social media networks. Additionally, she wants to bring coaching to remote areas where coaching may not be available while continuing to create a credible, reputable brand for coaches.

Fanaticall powers her website. Molly connected with them through the incubator support community, proving the power of networking. They had the right approach at the right time and were backed by one of the founders of Google.

As for health coaches out there, Capital Health Coach offers you an online presence that can support your business and provide leads that you may otherwise not receive. There is no cost to have a profile and only a percentage of "cost share" when calls are booked through the network. They are looking to grow by recruiting quality, and preferably Duke-trained, coaches.

So why not give it a try? Reach out into the world. Take the plunge. Go where coaches have not gone before and blaze the new trail. Reach those who need it most. It's what we are trained to do.

For more information visit www.capitalhealthcoach.com or email Molly at coach@capitalhealthcoach.com.

Articles

Letter from the Editor

Health Coaching Availability Increases through Capital Health Coach

Community Coaching Part 2: How to Get Started

Modeling a Health and Balance Approach

Duke IHC Virtual Book Club: Scarcity

Professional Development Committee Update

Alumni Announcements

Announcements and Upcoming Events from Duke Integrative Medicine

Community Coaching Part 2: How to Get Started

By Deirdre Breen

This article is a follow-up to a community personal health-planning project described in the Duke IHCPT Winter 2014 Newsletter. The project is an example of group coaching within a community. At the time of the December newsletter, I was poised to give a free introduction to personal health planning at a local library.

Introduction to Personal Health Planning at the Community Library

I prepared a 45-minute introduction to Duke IM's Personal Health Plan model and created companion slides with an enlarged image of the Duke IM Wheel of Health, and had several PHP manuals to circulate. There were 12 attendees whose interest ultimately gave birth to a new library offering called *What the Health is Going On?* This was a four-week personal health-planning program that I conducted.

What the Health is Going On? A Personal Health-Planning Program

The program was offered at a cost of \$30 per participant which covered the PHP Manual. The four 90-minute classes were a creative and engaging process that utilized the Duke model of vision, values, assessment, and focus in planning for health. In the first session participants had the opportunity to introduce themselves and share their interest in personal health planning. The group explored and identified guidelines for group interactions, specifically what would make the environment conducive to an exploration of an optimal health vision for each participant. I introduced myself, described my role as the leader, and communicated my ability to construct and maintain a safe and effective environment for learning. Mindfulness meditation was introduced as a powerful tool to develop personal awareness. Each class began with 5 minutes of mindfulness, a brief review of the group guidelines, and the evening's lesson plan.

Outcome:

Twelve participants completed all four classes: nine identified a smart goal, and three struggled with a clear focus. The final closing circle was a powerful testament to the



value of the program and the need for continued work. At completion, I offered participants an option for private or group coaching. I followed up with an offer for a \$150, 6-week group integrative health coaching program focusing on planning and action phases. Eight students have registered for group coaching and one has chosen private coaching.

Nothing facilitates learning like doing, and I learned many things in implementing this program:

- It is crucial to cultivate an authentic command of the space for starting, sharing experiences, and ending the evening;
- A safe space invites participants to explore their health issues deeply, an opportunity they may not have had;
- Sharing consumes time. Manage the sharing by giving clear instructions on what, how, and from whom you want to hear;
- Checking in between classes helps to understand where participants are in the process;
- The efficient and effective delivery of content takes planning and practice;
- Making notes immediately after class is very valuable;
- Trusting and implementing the Duke model is a powerful process that does the work and advances personal understanding and accountability;
- The Optimal Health Vision Guided Visualization needs improvement as some people feel more than see;
- People crave authentic and meaningful dialog;
- I enjoyed myself and was feeling joy much of the time.

Conclusions:

This approach to personal health planning was effective. At the community level, the local library expressed interest in incorporating *What the Health is Going On?* three times a year. Personally, I succeeded in cultivating a sense of belonging within my community, and professionally, I have developed group and private coaching clients as well as a plan for further programs. To increase attendance next time I will market the introduction to physician offices and civic organizations.

Deirdre Breen, president and founder of Self-Care Institute, Inc., is a Duke Certified IHC, a 500-Hour Yoga Instructor, Ordained Interfaith Minister, and Reiki Master Teacher. She can be reached at deirdre@selfcareinstitute.org or (914) 486-6480.



Articles

Letter from the Editor

Health Coaching Availability Increases through Capital Health Coach

Community Coaching Part 2: How to Get Started

Modeling a Health and Balance Approach

Duke IHC Virtual Book Club: Scarcity

Professional Development Committee Update

Alumni Announcements

Announcements and Upcoming Events from Duke Integrative Medicine

Modeling a Health and Balance Approach

By Nancy Watson

As a stressed and exhausted teacher Emily Kline found yoga, meditation, and healthy nutrition helped her feel better. When she was ready for a career change she turned to the holistic modalities that helped her for inspiration. Now a graduate of the Foundation and Certification courses at Duke IHCPT as well as a yoga teacher training program at Yoga Center of Minneapolis, Kline shares her passion for wellness with others. She currently provides health and wellness coaching services at HealthEast Hospitals, and also teaches yoga and mindfulness meditation. She leads various wellness workshops and courses including a mindfulness group for people in recovery from drug and alcohol addiction. In addition to these group classes and workshops, Kline is available for private, telephonic coaching.

Kline finds the mindfulness training from Duke most helpful in her work. She focuses on really listening and being present with clients. "The client should do 80% of the talking," Kline notes. She also incorporates the future-self guided imagery when leading clients in visioning sessions. "Coaching is all about self-discovery," Kline says. She loves witnessing clients' "ah ha" moments! For her the most powerful moment is when a client leaves a session with a sense of self-compassion. "Often there is a lot of judgment and negative self-talk, so anything that I can do to guide others to take a kinder, softer approach is a success story," Kline explains.

When asked what was next for her as a coach, Kline responded, "I want to do it all!" Kline is always interested in learning more and developing her skills. She is currently looking at additional training in coaching, advanced mindfulness, positive psychology, and yin yoga. In terms of offerings for clients, she says, "Currently I am excited about developing a course for nurses and caretakers on preventing burn-out."

While her time as a stressed teacher is behind her, Kline carries with her the lessons she learned. Her vibrant career as an integrative health coach and yoga teacher shows her clients and peers what is possible when you prioritize health and wellness.

Emily Kline is a health & wellness coach for HealthEast Hospitals, where she provides individual health and wellness coaching sessions at Ways to Wellness located on the Woodwinds Health Campus. She

also gives wellness workshops, and teaches yoga and mindful meditation. She works with individuals primarily in the areas of stress management, work/life balance, weight loss, mindful eating, and mindful meditation. Using an integrative, whole-person approach to wellness, she supports individuals in making long-term health behavior changes. Emily also provides coaching sessions independently via phone. She can be contacted via email at: emilykline123@gmail.com.





Articles

Letter from the Editor

Health Coaching
Availability Increases
through Capital Health
Coach

Community Coaching Part
2: How to Get Started

Modeling a Health and
Balance Approach

Duke IHC Virtual Book
Club: Scarcity

Professional Development
Committee Update

Alumni Announcements

Announcements and
Upcoming Events from
Duke Integrative Medicine

Duke IHC Virtual Book Club: Scarcity

By Jo Brewton

In February, the Duke IHC Virtual Book Club met telephonically to discuss the book *Scarcity*. Authors Sendhil Mullainathan and Eldar Shafir are behavioral economists at Harvard University and Princeton University. Because “scarcity is a common chord among all cultures,” the authors felt it too important not to be investigated. So began their research to discover the common psychology in scarcity, the feeling of not having enough. The authors state, “Scarcity operates unconsciously. It captures our attention whether the mind’s owner wishes it or not. It changes how we think.”

Scarcity can be monetary poverty, time poverty, or caloric poverty to name a few. And the degree to which scarcity thinking absorbs our mental “bandwidth,” our cognitive and executive functions, has a direct impact on our quality of decision-making. Scarcity can cause us to “tunnel,” becoming so focused on the urgency at hand that we’re unable to see anything beyond this tunnel. Mullainathan and Shafir describe a “focus dividend” that occurs in tunneling, allowing us to complete projects under pressure, come up with money in a crisis, or perhaps crash-diet to meet an event goal. However, the benefit of the extreme focus in the tunnel can preclude other options that may help us solve problems more effectively in the long term.

Mullainathan and Shafir also define the concept of “slack” using the metaphor of packing a suitcase. If our suitcase is large, we can throw in more than we need without much planning; there is plenty of space. We can be more careless, less thoughtful. If our suitcase is small, we must carefully choose and make intentional decisions; there’s no space to waste. When we experience time, monetary, or caloric slack, we are less likely to plan as well; we can waste time, spend money freely, or eat more than is needed because there is plenty. When there is no slack in our lives, every decision counts; time is tight, money is tight, calories matter. While we might make more intentional decisions without slack, we are also more likely to tunnel as we focus on the urgency of scarcity. We might overlook a better idea or fail to think outside the box. So, the authors state that there are always trade-offs depending on how we pack our suitcase and whether resources are scarce or plentiful.

The authors propose that vigilance is a necessary quality as we seek each day to decide

what is urgent versus what is important. Referencing the work of Dr. Stephen Covey, they explain that urgent is something that cannot wait; important may contribute to longer-term success or failure, but we feel more able to put it off in the present. Delay of important issues may eventually create scarcity, placing us back in the urgent tunnel. They encourage readers to identify an important step that can automate a group of decisions over a long period of time. The less we have to decide in the moment, the more likely we are to achieve success with what is important and so prevent scarcity.

The group closed with a conversation about awareness of all issues (urgent and important, scarce and slack) which touch a client's decision to seek help. The coaches discussed the importance of mindfulness for increasing mental bandwidth and the practice of self-compassion in helping clients to address tunneling when resources feel scarce.

The Duke IHC Virtual Book Club meets a few times a year to discuss books of interest to coaches. Future dates, times, and book selections are announced by email and in this newsletter. All are welcome!



Articles

Letter from the Editor

Health Coaching Availability Increases through Capital Health Coach

Community Coaching Part 2: How to Get Started

Modeling a Health and Balance Approach

Duke IHC Virtual Book Club: Scarcity

Professional Development Committee Update

Alumni Announcements

Announcements and Upcoming Events from Duke Integrative Medicine

Professional Development Committee Update

Hello fellow Duke-trained Integrative Health Coaches!

Do you have information or expertise that might be of interest to other alumni? Would you be willing to share that information in a webinar or teleseminar? If so, the Professional Development Committee (PDC) wants to hear from you! Please send a brief (no more than 1 page) description of the content to ckdlugosz@comcast.net; be sure to indicate when (month, day of week, time) you'd like to present. We will review your proposal and be back in touch soon.

The PDC also invites all alumni to participate in our monthly teleseminars. We hope you will join us for one or all of the following upcoming calls:

DATE	TOPIC
Wednesday, March 18 7:00 pm EDT	Coaches How-To Preparing for the International Coach Federation Associate Certified Coach (ACC) credential
Thursday, April 23 7:00 pm EDT	Coaching Mastery The Whats and Hows of Group Coaching with guest instructor Shelley Wroth
May	Tentative topic: Update on national health coach credentialing efforts Watch your email and the alumni discussion forum for additional details!
Monday, June 15 7:00 pm EDT	New Coaches Discussion Forum Especially for recent Foundation and Certification graduates: bring your most pressing questions and get feedback/advice/coaching from more experienced alumni

To participate in any of these calls, watch your email for the call-in number. We look

forward to "hearing" you!

Cynthia Knapp Dlugosz, BSPHarm
Certified Integrative Health Coach
Professional Development Committee Chairperson



Articles

Letter from the Editor

Health Coaching Availability Increases through Capital Health Coach

Community Coaching Part 2: How to Get Started

Modeling a Health and Balance Approach

Duke IHC Virtual Book Club: Scarcity

Professional Development Committee Update

Alumni Announcements

Announcements and Upcoming Events from Duke Integrative Medicine

Alumni Announcements

Do you have an announcement such as a publication, presentation, or other professional accomplishment that you would like to share with your fellow alumni? If so, [click here](#) to complete the online form with your information. Announcements will be included in the next issue of the Alumni Newsletter in June 2015.

Christel Autuori (Foundation cohort 14 and Certification cohort 6, residing in Ridgefield, CT) presented the workshop "Rebalancing: Restoring MEquilibrium" to the faculty of the Fones School of Dental Hygiene at the [University of Bridgeport](#) in Bridgeport, CT on January 13, 2015. This workshop employed the Duke IM Wheel of Health to examine and assess the various aspects of health, and provided techniques and tips for making small changes to restore balance and equilibrium. Mindfulness exercises, guided meditations, yoga poses breathwork were included.

Meike Babel (Foundation cohort 20 and Certification cohort 9, residing in Atlanta, GA) published a two-page article titled "A New You" in *Fenuxe* magazine in Atlanta. This article features Meike and her company, Blue Ripple Health Coaching.

Valeria Balogh (Foundation cohort 9 and Certification cohort 4, residing in Lake Waccamaw, NC) recently published two articles, which are her way of thinking through her PhD to dissertation process. She is working on ways to include health coaching in the information/education portion of pre-pregnancy counseling within an integrative setting. Her interest is in preventing obesity and diabetes in future generations and creating optimal health from conception forward. She published "From womb to world: Folic acid and iron benefits and future health implications" in the July 2014 issue and "The consequences of maternal obesity" in the January 2015 issue of [International Journal of Childbirth Education](#).

John Evans (Foundation cohort 15 and Certification cohort 8, residing in Chapel Hill, NC) completed a number of accomplishments in 2014, including presentations, chapters, journal articles, and a book. His presentations included *Leading Patients in Writing to Heal* at Duke Integrative Medicine in May-June 2014 and *Writing as a Tool for Health and Well-Being* at Survive N' Thrive Conference in St. Cloud, Minnesota in October 2014, both with Karen Jooste. His co-authored publications included a chapter titled "Write to Transform Your Health" in the forthcoming *Innovative Collaboration Practice and*

Reflection in Patient Education and a chapter titled "Expressive Writing for Caregiver Resilience: Surviving and Thriving in the Face of Change" in the forthcoming *Expressive Writing: Counseling and Healthcare*. He also published a book titled *Expressive Writing: Words that Heal* in 2014 with James Pennebaker.

Karen Goble (Foundation cohort 1 and Certification cohort 1, residing in Fayetteville, NC) completed teacher training in Cognitively-Based Compassion Training (CBCT) at the Emory-Tibet Partnership. CBCT deepens our inherent capacity for compassion and promotes well-being. CBCT is based on the Tibetan lojong practices and has been developed as an 8 week secular protocol by Geshe Lobsang Tenzin Negi.

Shelley Roix (Foundation cohort 16, residing in Atlanta, GA) is excited to announce that she has joined the team at Atlanta Functional Medicine! She is thrilled to join such a wonderful team who is helping so many people in the area of functional medicine.

Sue Schneider (Foundation cohort 12 and Certification cohort 6, residing in Durham, NC) recently published "Can Physician Self-care Enhance Patient-centered Healthcare? Qualitative Findings from a Physician Wellbeing Coaching Program" in the *Journal of Family Medicine*. Click on [this link](#) to view the article.

Stephanie Sohl (Foundation cohort 9 and Certification cohort 4, residing in Nashville, TN) recently published a review article with her colleagues entitled, "Complementary Tools to Empower and Sustain Behavior Change" in the *American Journal of Lifestyle Medicine*. This article is relevant to health coaching because the conclusions drawn include: "The additional support of a new role, a health coach who specializes in facilitating the process of health-related behavior change, may be required to substantially influence public health." Click on [this link](#) to view the article.



Articles

Letter from the Editor

Health Coaching Availability Increases through Capital Health Coach

Community Coaching Part 2: How to Get Started

Modeling a Health and Balance Approach

Duke IHC Virtual Book Club: Scarcity

Professional Development Committee Update

Alumni Announcements

Announcements and Upcoming Events from Duke Integrative Medicine

Announcements and Upcoming Events from Duke Integrative Medicine

Alumni Announcements

[Click here](#) to view updates from your fellow alumni including recent publications, presentations, and other professional accomplishments. If you have an announcement that you would like to be included in the next issue of the newsletter, please [click here](#) to complete the online form.

Thank you for Referring Others to IHCPT!

Many of the people who take the IHCPT Foundation Course first hear about our program from our IHCPT Alumni. Thank you for continuing to spread the word about integrative health coaching and the IHCPT Program! If you are considering referring others to the IHCPT Foundation Course, please direct them to our website where they can learn more information, register for a free informational teleconference, and complete the online application form. We are currently accepting applications for the April 2015 Foundation Course. Foundation Course information is available on our [website](#).

MBSR Foundations Distance Learning

March 24-May 19, 2015

Previously only available in an on-site class environment in the Raleigh-Durham area of North Carolina, Duke Integrative Medicine's MBSR program now offers *The Mindful Way to Reduce Stress: A Distance Learning Program*, where participants meet with their instructor and class once a week via telephone conference from wherever they may be. This offering is designed to deliver the same teachings and opportunities as the on-site program for those who are unable to visit our facility due to scheduling difficulties, distance, or physical limitations. More information is available on the program [website](#).

MBSR Graduate Program: Befriending the Senses (on-site)

March 25-May 20, 2015

Mindfulness in MBSR refers to our inherent ability to attend to the present moment in a particular way - in a kind, open, accepting, and non-judgmental manner. The body, with its sense organs physically existing in the present moment, is traditionally used as the focal point in learning to cultivate this way of being. The sense of ease that we experience in any given moment largely depends on the intimacy and familiarity that we have with ourselves, especially with our moment to moment sensations, no matter the

histories our body-mind may carry. The degree of ease within largely influences the texture of our experience as it runs the gamut from joy, to worries, to fears, to a sense of wonder at the mystery of our unfolding lives. More information is available on the program [website](#).

Mindfulness Training for Professionals

May 12-15, 2015

Mindfulness is becoming increasingly recognized as an important, positive factor in the healing and helping relationship between professionals and their clients. This training offers professionals of any background skills and experience to bring mindfulness forward in their professional lives and work. Join us for this four day training to learn how mindfulness can transform your work life. More information is available on the program [website](#).

Leading Patients in Writing for Health

May 28-30, 2015

This workshop is a comprehensive, experiential training that will help you understand how the cathartic processing of stress through the written word can free the body and mind to engage patients' innate immunological healing potential. Now, healthcare providers can learn how to apply his theories to benefit their patients in a three-day training at Duke Integrative Medicine. More information is available on the program [website](#).

Yoga of Awareness for Cancer Professional Training

June 22-28, 2015

This seven-day professional training is offered to registered yoga instructors. Incorporating a blend of instruction, practice, and discussion, it introduces the Yoga of Awareness program that was developed at Duke University Medical Center (DUMC), in addition to skills and knowledge needed to teach yoga to those healing from cancer. Offering a certificate of completion, this program is held at the state-of-the-art Duke Integrative Medicine facility in Durham, North Carolina. Jim and Kimberly Carson, founders of the Yoga of Awareness for Cancer program, direct the training and partner with Duke medical experts in oncology and health psychology to present relevant information for teaching yoga to cancer patients and survivors. More information is available on the program [website](#).