



EBAN 3D Collaborative™

Defeating Diabetes Disparities

Introduction to Health Coaching and Cultural
Conversations

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What is Health Coaching?

- Based on the principles of motivational interviewing
 - a set of skills used to help patients make behavior changes
- Patient remains in control of the visit and the action plan with change goals comes from them
- Involves
 - Asking open-ended questions
 - Asking permission to give information
 - Asking again to gauge understanding



Integrating Cultural Norms into Coaching

- Role play with an older African American woman

Themes in the Role Play adapted from *Care of Blacks and African Americans*, Melissa Welch, MD www.acponline.org, retrieved October 1, 2013

Summary of Communication Issues

- Be attentive and listen
- Be aware of sensitivity towards perceived or actual dismissive attitudes
- Avoid assumptions about health risk behaviors
- Ask about specific risks
- Acknowledge and respect patient's opinion
- Give personal space without appearing cold
- Address elders by their surname (Mr/Mrs/Miss)

Care of Blacks and African Americans, Melissa Welch,
MD www.acponline.org, retrieved October 1, 2013

Summary of Obstacles

- Mistrust of medical community
- Perceived and real bias and disrespect by medical community
- Black women less likely to take time to care for themselves due to other responsibilities
- Use of alternative interventions for symptoms
- Religious beliefs may lead to feeling that medical treatment is unnecessary or against God's will