



HFF Practitioner Training Presentation Module 1, Lesson 1

VIDEO Intro to HFF Training

As I wrote in the description of this lesson, “health coaching is a relatively new profession, yet is quickly becoming a much sought-after service. As the medical system is decreasingly able to meet the needs of modern families who are challenged with chronic illness in increasingly staggering numbers, the importance of the health coach has become as relevant and important as the GP, the surgeon, and the specialist.”

Why might this be?

People Are Getting Sicker

Open up any book about health these days, including Beth Lambert’s *A Compromised Generation* and Jeffrey Bland’s *The Disease Delusion*, and you will see an introduction like the one in my own book, *Family Health Revolution*:

“ADHD, Alzheimer’s, autism, obesity, autoimmunity, diabetes, heart disease, stroke, fatigue, learning disabilities, mood disorders, eczema, allergy, asthma, and general malaise are just some of the conditions, diseases, and illnesses people are succumbing to in epic numbers, and even when their symptoms are undiagnosable or not defined according to any particular disease, people are



coming to their healthcare professionals feeling not quite right, dragging, tired, never really well. It is reported that 10% of children in the US have ADD/ADHD and 17% are labelled as “learning disabled,” most schools are peanut-free zones due to the staggering number of children who have anaphylactic reactions to peanuts, and with autism rates climbing from 1 in 150 in the year 2000 to 1 in 68 in 2013, if this trend continues, a whopping 50% of our children born will have autism by the year 2032!”

Mark Hyman writes that: “despite a host of new drugs and procedures, the incidence of chronic disease continues to rise, not only in the United States, but around the globe as developing countries adopt the worst of our food and culture” (*The Disease Delusion*, p. IX).

“The signs of illness in children today are so ubiquitous that they have become the new normal, but ask grandmothers of today if children were like this fifty years ago and they will tell you that something is radically different about their grandchildren’s generation. Every day, we as parents dismiss critical health symptoms in our children, but these symptoms should make us aware that something about their physical health is off” (*A Compromised Generation*, p.7).

If it isn’t enough that the physical health of our children is declining, so is their mental and emotional health, their social wellbeing, their natural environment; and it is not only our children who are becoming ill, it is our women and our men, both our elders and the people in the prime of their lives who are supposed to be the rocks and foundations of our very societies.

There is absolutely no question anymore as to the declining status of the health of our human population. There is no question that we need better solutions to address our collective healthcare crisis.

Our Systems and Institutions Are Broken

As Mark Hyman asserts in the foreword of Jeffrey Bland’s book, *The Disease Delusion*, “as we spend more and more for our healthcare, we get less and less” (*The Disease Delusion*, p.IX). I don’t want to demonize the healthcare systems that are operating in modern countries around the world because these systems are in place, after all, to help us. But in order to improve life for a population of increasingly sick people, we must not shy away from the fact these systems are



failing miserably at meeting the needs of the people who are seeking their help in droves. We must be aware of the limitations of our current systems and the limitations of any institution that sometimes serves as a bandaid for broken communities, families, and bodies. When we have emergency situations or when people are in need of supports and are limited in their choices in a crisis, these systems and institutions can save lives in the first instance and catch a few before they fall in the second. Yet, these systems and the institutions that operate under them are a distant second to solid family, community, and individualized therapeutic relationships. They are a distant second to intuitive decision-making, progressive information, personalized support, and an empowered individual making autonomous decisions regarding their health and the health of their families. These systems are not equipped to address root causes, handle chronic illness, nor see people through to disease resolution and longevity. In fact, they were never designed to do so.

So, why are we looking to a reactionary system that was not designed for the long haul required for maintaining health when we are looking for long-term solutions, prevention, quality of life, and vitality?

As James Maskell of The Evolution of Medicine has been asserting for years, we need to build healthcare from scratch. And the health coach is amongst the leaders, right at the forefront, of this healthcare revolution.

So, what can health coaches do that no one else can?

I stated at the beginning of this presentation that healthcoaches are as important as the surgeon, the GP, and the specialist. I would actually take this a step further and assert that educated and skilled health coaches are *more* important because our work addresses the main keys to success at creating, regaining, and maintaining optimal health:

1. The ability and skill to provide quality client education so that people can make the right decisions based on as much information as possible
2. The ability and skill to provide individualised care and support because:
 - one size does not fit all when it comes to health
 - health is an ever-changing and dynamic state
 - everyone needs guidance and support when they are ill, tired, or overwhelmed



We health coaches are trailblazers, yet are quickly becoming an essential player in the medicine of the future bridging the gap between theory and action.

In future trainings, we will address and rebuild the problems that are creating modern-day chronic illness. So, let's revisit what those might be:

- the separation of us humans from nature and the natural rhythms of health and wellbeing (we will discuss this more starting in Lesson 3 of this module)
- the decline of our health (we will discuss some specific health issues in Lessons 3 and 4 of Module 3)
- our old, broken systems (we will discuss ways to fix these systems in the 5th month of this training)
- the misinformation we have been taught based on the medicalization of our health (we will discuss this throughout the program and continue a new education of our clients and ourselves)
- lack of money, time, and motivation (in our 5th module, we will be learning strategies to assist clients to address issues that may be blocking their success)

How Do We Learn How to Do This Work?

As I have shared with you before, I was catapulted into the health field through my own health issues and especially because of my children's. I learned all I could to unravel the questions of why and what to do, and found that at one point my knowledge surpassed that of my doctors and many of the practitioners I sought out for help. This is not to say that I know more about anatomy than my GP or that I know more about meditation than my yoga teacher. But my knowledge of health and healing evolved into an eclectic, comprehensive understanding that could not be sectioned off by my specialists into body parts or put back together by a surgeon. I began to see what was missing in regards to what I was being told and what I should have known. I learned where the roadblocks were, and how to build new roads around them. Once I learned more, I couldn't unlearn, and I knew that there were others out there like me.

Every day I have many people contacting me in need of my help. We connect through both my work and personal life, and even if the conversation doesn't start with themselves or their own family, we inevitably end up talking about their own struggles. I know I can help -- I am always overflowing with suggestions, support, and information for them -- but the need for what I do is well beyond what I can handle, myself, and there remains only a small number of



people who are equipped to help in the way I see as the most effective, comprehensive, and sustainable manner.

So, I developed this program and wholeheartedly welcome you into the fold.

What Do HFF Practitioners Do?

We are an army of healthcare practitioners and professionals, parents, grandparents, advocates, community support people, you name it, dedicated to improving health for all.

HFF Trainees and Practitioners:

-Don't cure people; we give them information, guidance, and support so that they can heal themselves.

-Lead and guide people to dramatically improve their health, enjoy recovery from chronic illness, prevent disease, and maintain good health using lifestyle interventions.

-Provide nutritional, lifestyle, and self-care counselling.

-Empower and inspire clients and others to take control of their own health, heal themselves and families of chronic illness, and to live a more vital and healthful life through education and support.

-Help alleviate the stress involved with our clients' health challenges by being the support and source of quality information they need.

-Help clients to successfully complete a health overhaul, recover from chronic illness, or just improve their health to meet their personal health goals.

HFF trainees and practitioners are dedicated, curious, forward-thinking people passionate about helping others regain their intrinsic right to health.

HFF trainees and practitioners are knowledgeable about the science and physiology of health and recovery, but are also well-versed in how to support people to achieve better health and ultimate healing focusing on the whole



family using functional medicine, lifestyle medicine, support, advocacy, and our own mix of skills and talents.

To start off the discussion portion of this session, I want to pose to you the question that I pose to readers in the opening section of my book: “what are the biggest problems we are facing *right now*? How many of those problems exist due to “the nature of things,” and how many are caused by the decisions we are making?”

“I encourage you to look around and note what you see. Even if you don’t have the stats and numbers and studies in your back pocket to validate your own concerns and observations, note what *you* are seeing in *your own* family, *your own* community, *your own* backyard? Have a look in your schools and workplaces, in the malls and hospitals and other public spaces. What do you see? And are you ok with it? We don’t need scientific studies to tell us that chronic illness, obesity, cancers, mood problems, and dementia are rapidly replacing generally good mental, emotional, and physical health. Although the evidence is undeniable and will be deeply explored in the upcoming pages of this training, we actually don’t need studies and research to assert that less of us are living as robust, vital, engaged, purposeful people well into old age.

VIDEO The Human Longevity Project (clip)

Our goal isn’t to extend life at all costs but help people to improve the quality of their years here on earth without the costs we currently associate with seeking health or the costs of simply being ill.

Let the discussion begin!

