



# The Role of Health Coaches in Supporting an Anti-Cancer Lifestyle

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Every TWO minutes  
1 in 2

900,000 of working age  
3.5 million - 2025

UK incidence rate: 13/185

*(New cases, all cancers combined, excluding non-melanoma skin cancer)*

# More information?

Smoking

Weight

Alcohol

Sun  
exposure

Diet

Screening  
uptake



**7.1 million** UK adults' reading age is 9 years old

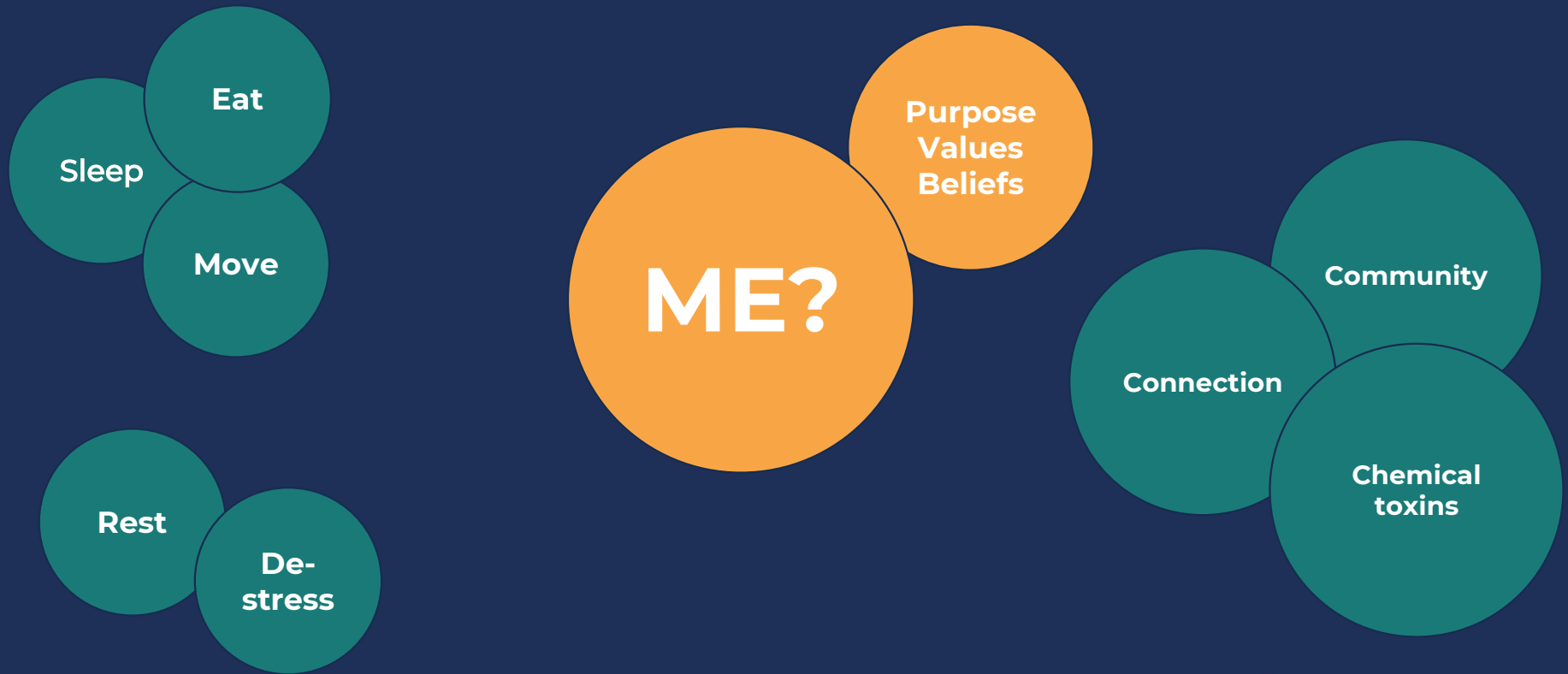
**4 in 10** struggle to understand health content



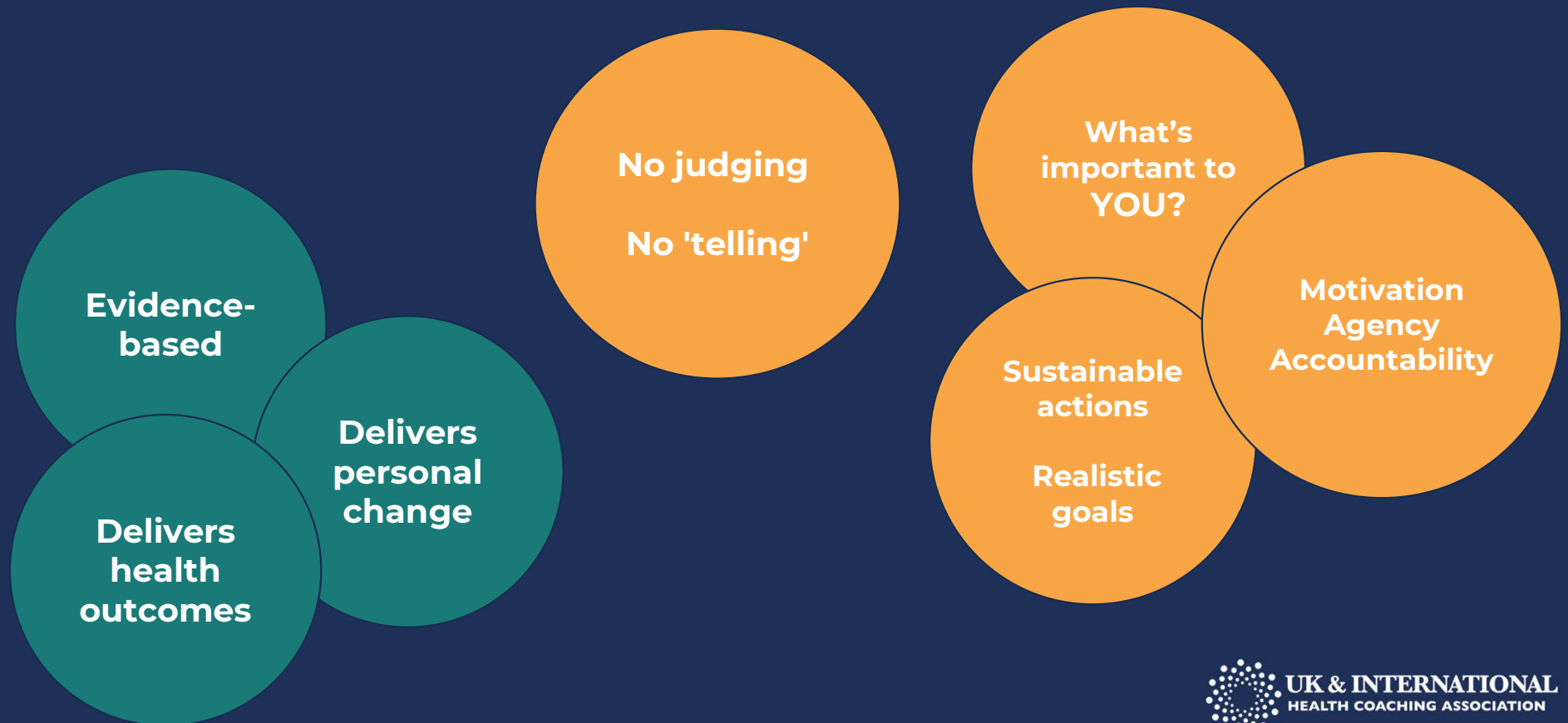
**At risk:** language barriers, learning disabilities, cognitive decline

↓ **Health literacy:** general health ↑ increased  
hospital admission ↓ vaccination uptake ↓ life  
expectancy

# An Anti-Cancer Lifestyle



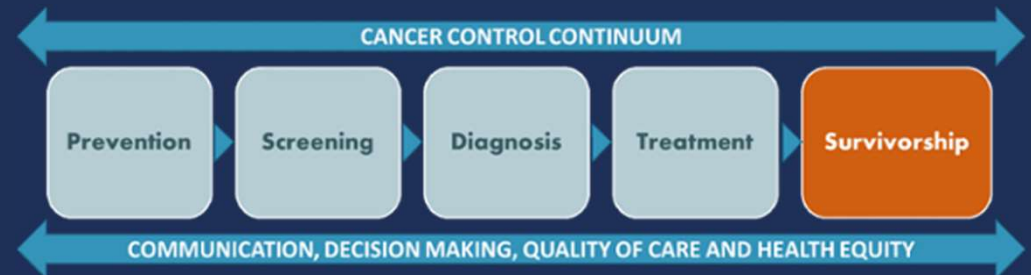
# Health Coaching



# Working with two minds...

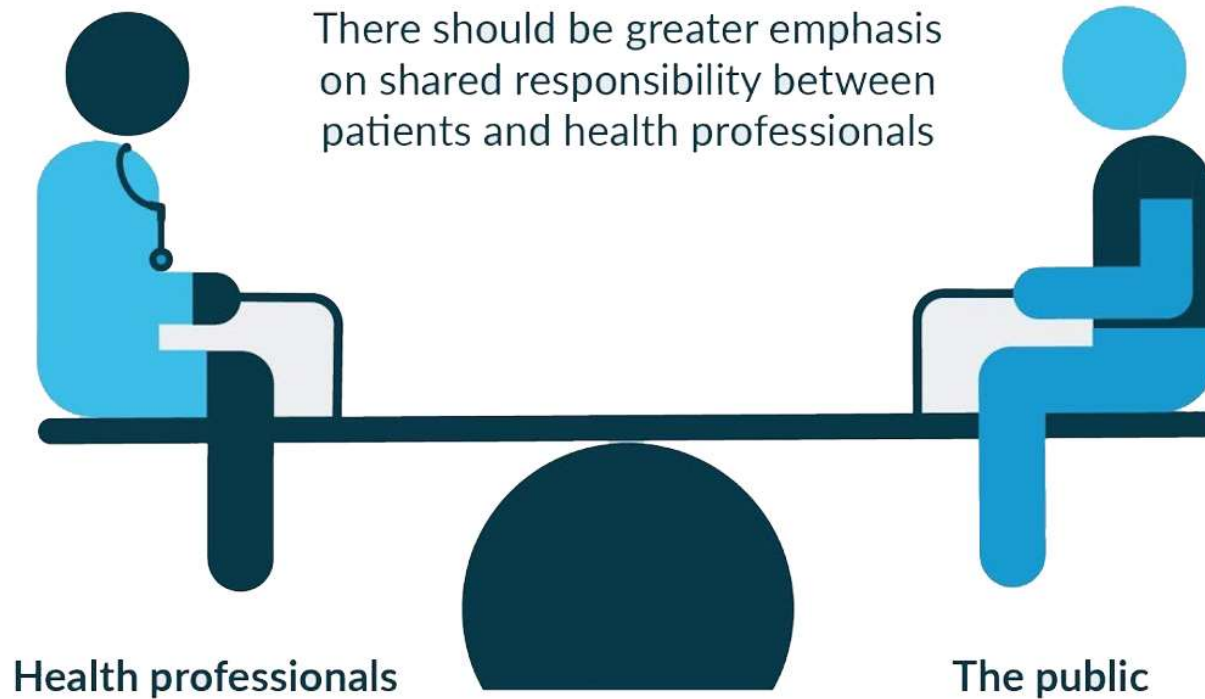


## Doctor & Health Coach



## Shared responsibility for health

There should be greater emphasis on shared responsibility between patients and health professionals







Sacha Mogg



penny





# IMPACT OF HEALTH COACHING ON CANCER SURVIVORS

12 Systematic Reviews, 1038 participants,  $\mu$  57yrs,

75% studies ↓ fatigue & pain

67% studies ↑ quality of life & acceptance

67% studies ↑ physical activity

33% studies ↑ social relationships



**OUR VISION:**

**A self-empowered population,  
managing their health &  
wellbeing to thrive in life**

**OUR MISSION:**

**To see a Health Coach in every  
public & private health care  
setting, in education,  
workplaces & communities**

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**JOIN US: TOMORROW - 11am Moore**  
**Workshop & Cancer Coaching**  
**Role Play**