



UK & INTERNATIONAL
HEALTH COACHING ASSOCIATION

wall to wall
health coaching
CONVERSATIONS



Helping People Lead on Their Own Health
Empowering individuals to take control of wellness

FRIDAY 19 JUNE

Helping People Lead on Their Own Health



Innes Kerr

UKIHCA Director of
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Systems



Lee Vaughan

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the Patient/Client Voice



Kiran Sehmi

UKIHCA Strategic Advisor
in Public Health, Public
Health Leader & Health
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A Lived Experience Perspective on making Health & Wellbeing Coaching Visible, understood and trusted



Lee Vaughan

UKIHCA Strategic Advisor for
the Patient/Client Voice

COI & Disclosures

Lived Experience Service & Development Lead – Pure Unity HG

Health Coach (Pain Service) with PUHG and NHS

Training Associate at Peak Health Coaching (Pain Education)

Strategic Advisor/Patient Voice at UKIHCA

Lived Experience Advocate & Founder of Partnering Pain

Who Am I?



Nothing shared today is about blame – it's about understanding



Understood?

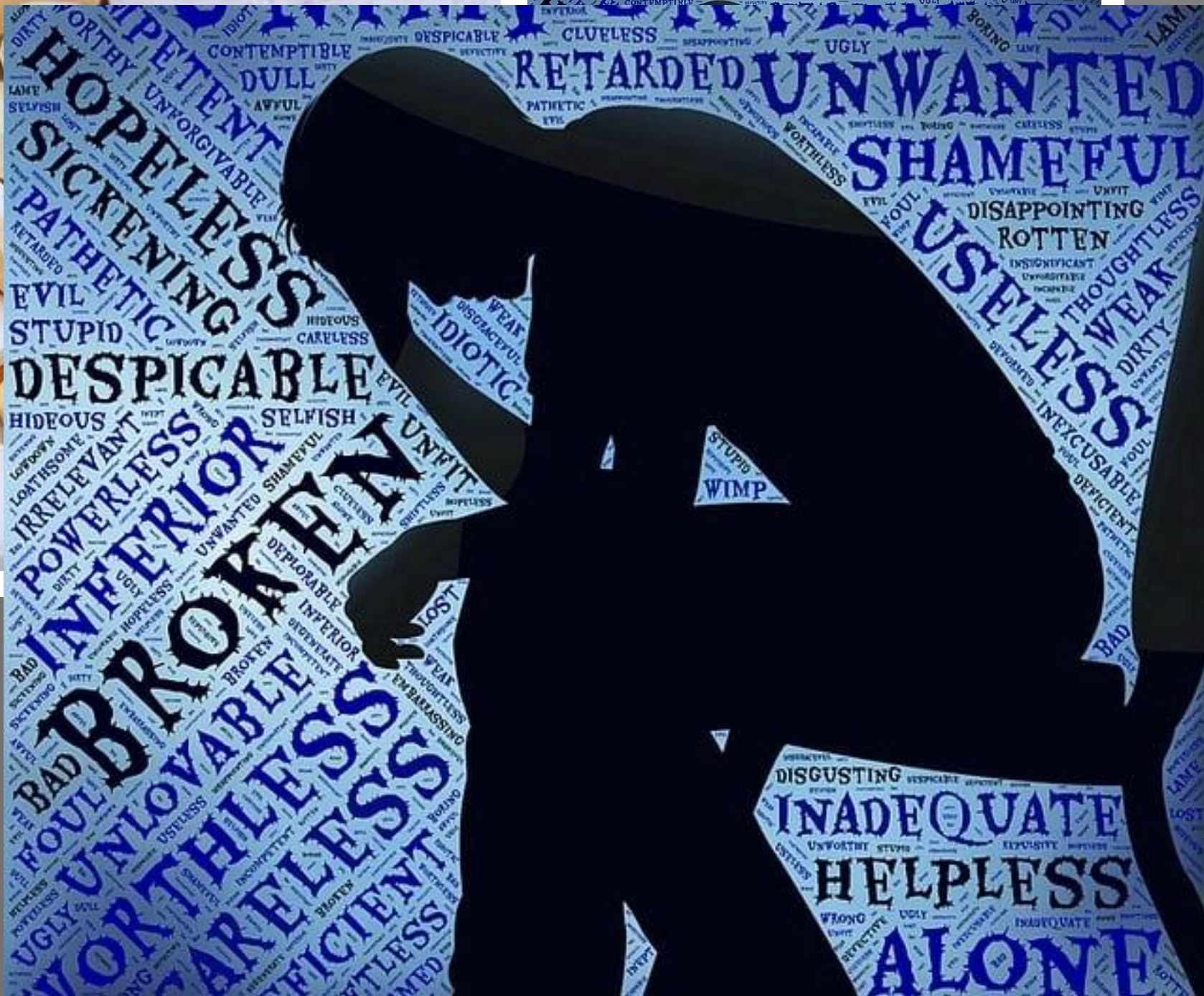




POLICE LINE DO NOT CROSS



Pain is not a battle that I
chose – it Chose me



January

2022



“ My pain was never there to be seen; but it was always there to be heard.. ”

Health Coaching



“Creating the conditions for
people to live well for themselves”

Understanding Health Coaching?



Visible?

Integrative & Personalised Medicine 26

18 - 20 June 2026 • London UK



Primary Care Long-Term
Chronic Condition Support



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Take the Lead on Your Health

A Guide



PEAK HEALTH
COACHING



Creating a Coaching Culture in the NHS and Beyond



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CLINICIAN REPROCESSING THERAPY



Health Coaching will become visible when people can quickly understand:

- What is it – really?
- Why might this matter to me – right now?
- What happens first – when I say “yes”

Notified Expenditures possible relationships

championed by HCPs, and it's something that
make it easier to bring together some of the resources that
strengthen engagement, self-management, and
collaborative relationships, and it's more likely to
follow through, so HCPs see it as a credible part of
their ongoing work. It's not just a one-time thing, it's
good care rather than an optional extra.
recommended, and it's a good idea to build a ready
trust.

Trusted?

Without trust
health
coaching
stays
sidelined – no
matter how
compelling
the evidence
is

Patients
'borrow' trust
from
clinicians –
not from
service they
barely
understand

If clinicians
are unsure
about health
coaching the
patients are
unlikely to
trust it either

Trust breaks
down with
pressure,
hierarchy, lack
of
understanding
and gaps
between
advice and
real life

Trust grows
when health
coaching is
clearly
explained,
confidently
backed and
makes people
feel safe,
capable and
seen



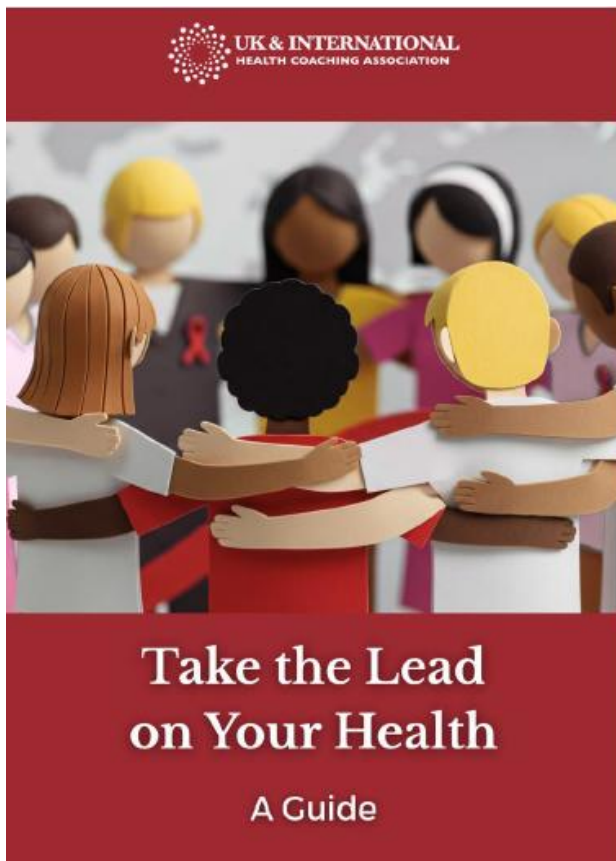
#LEXMatters

***“I love when people
that have been
through Hell walk out
of the flames carrying
buckets of water for
those still consumed
by the fire”***

Stephanie Sparkles

*“The Two most important days
In your life are
the day that you are born
and.....
the day you find out why”*

Mark Twain



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#AskForAHealthCoach

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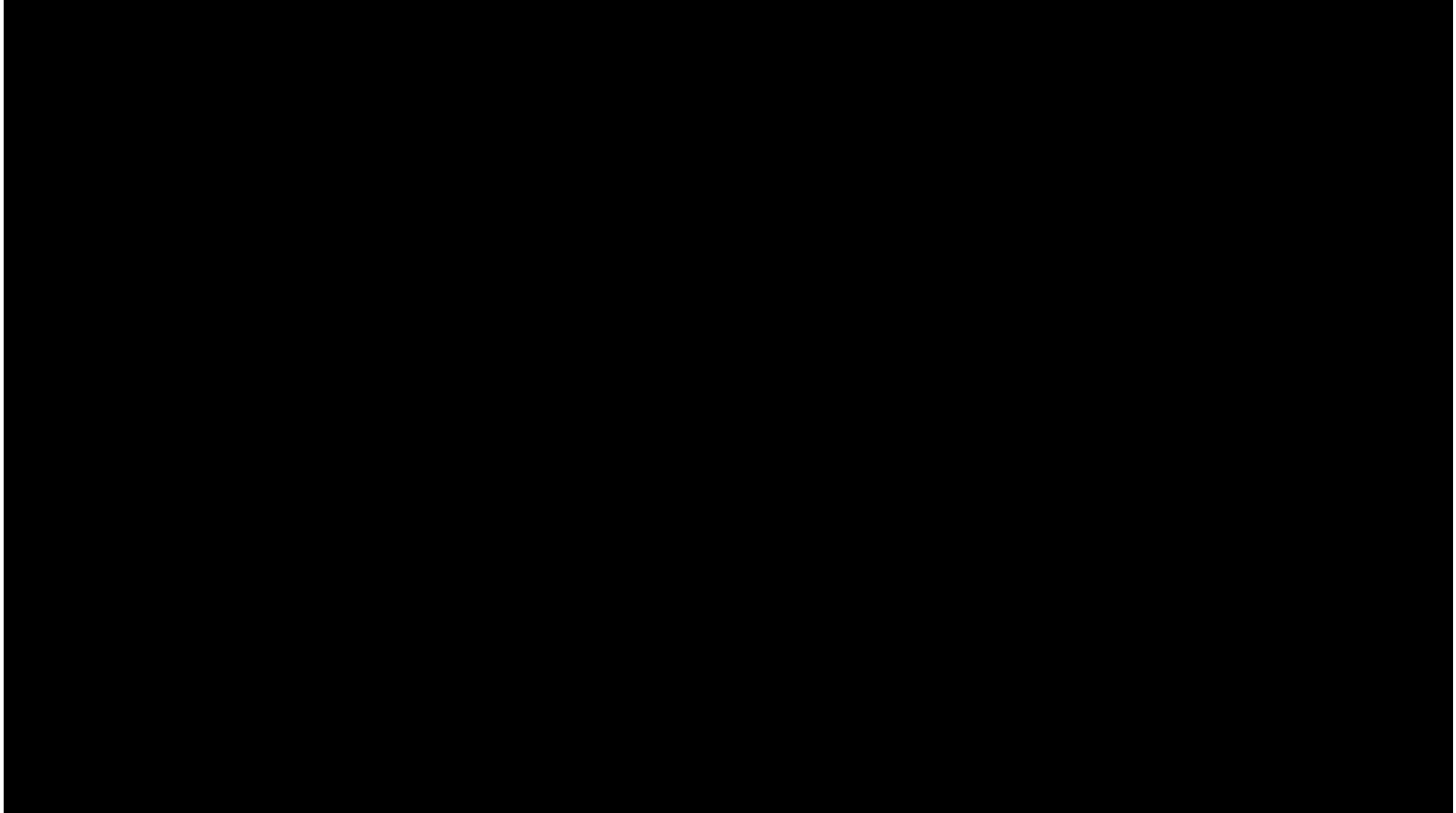
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Q: What can we take away from Kiran?

A: Health coaches are not on the sidelines of public health. We are part of the solution.

1. Lead with the challenge

Connect health coaching to prevention, self-management, health inequalities and population health. Start with what stakeholders are trying to solve, not what coaching is.

2. Recognise your value

Health coaching helps translate public health ambitions into sustained behaviour change and real-world impact. It bridges the gap between strategy and lived experience.

3. Start the conversation

Do not wait to be invited. Your professional insight, practice experience and understanding of behaviour change are valuable in shaping system thinking and service design.

4. At every level, UKIHCA is with you

From frontline practitioners to Directors of Public Health, UKIHCA will support you to start, shape and sustain these conversations.

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Putting this into context



Lee
Vaughan



Kiran
Sehmi

- Public perspective: Lee Vaughan
- Public health context: Kiran Sehmi
- This session is the '**Take the Lead on Your Health**' campaign spine and tools
- And it starts with people's reality

Helping People Lead on Their Own Health



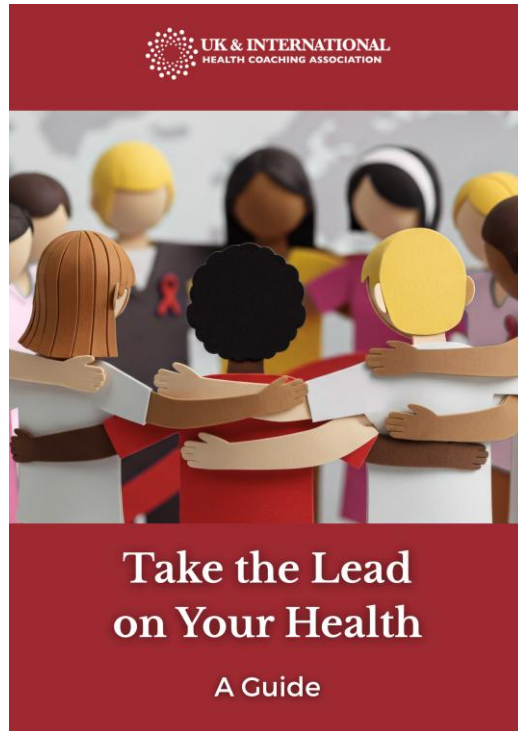
- Most people do not realise they can take the lead on their health and sustain lifestyle and health behaviour change until someone shows them how
- Health and wellbeing coaches can be that catalyst

Why This Matters



- We need to build public demand to *#AskForAHealthCoach*
- We need to engage employers
- Treat workplaces as communities
- Use consistent messages: “Take the lead on your health” and *#AskForAHealthCoach*

The Campaign Shift



- Moving beyond signposting to resources as we did with *Find Your Healthy*
- *Take the Lead on Your Health* is the comprehensive and current guide to sustained change in lifestyle and wellbeing
- A practical route from awareness to action

Micro Meso Macro



- **Micro:** individual action
- **Meso:** public health context
- **Macro:** systems such as neighbourhoods and workplaces
- Health & Wellbeing Coaches need to understand where they fit
- Move to system aware practice

What the Guide Helps People Realise



Take the Lead on Your Health

A Guide

- People can take the lead on their health
- Explains health coaching clearly
- Highlights UKIHCA Health Coaches and UKIHCA Registered Health Coaches
- Supports reflection discussion and action

Why the Guides Matter



- Long form: reflection and understanding
- Supported by a Pocket Guide
- Used in conversations, communities and workplaces
- Leads to action

The Mindset Shift



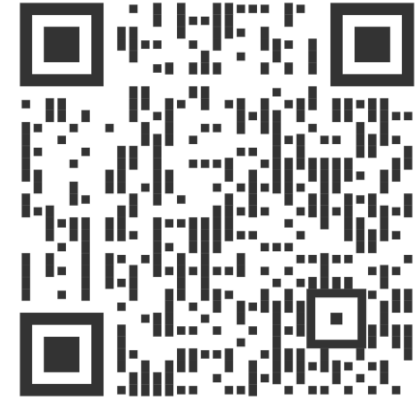
- Not just marketing activity
- Focus on the ecosystem
- Health & Wellbeing Coaches are behaviour change makers
- Drive sustainable lifestyle and health change
- Step out of the virtual world and bring coaching into real-world communities and meet people where they are

Become more entrepreneurial



- Build confidence in real world settings
- NHS alone is not a secure route

Practical Next Steps



- Raise our eyes and see our place
- Follow on webinars
- Apply guides in practice

Call to Action



Take the Lead on Your Health

A Guide

- Use *Take the Lead on Your Health*
- Use *#AskForAHealthCoach*
- Use guides in discovery calls and work
- Step into a community
- Be a change maker

Q and A



- Where are you reaching the public?
- What ecosystems can you identify with?
- What are your barriers?
- What do you need to enable action?



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