



Position Description

Key Information

Position Title: Health Coach
Direct report: Healthy Lifestyles Programme Manager

The negotiated terms and conditions of appointment to this position within the organisation will be specified in an individual employment agreement (IEA).

Organisational Context

The West Coast Health (WCH) is a Primary Health Organisation is a non-governmental body created to improve the health of the people of the West Coast. As a community trust, the WCH is governed by a board of trustees drawn from health professionals, Māori health providers, iwi and the local community. WCH is contracted to provide a range of primary care services to its enrolled population, while also supporting General Practices to be the foundation of primary care on the West Coast.

All positions in WCH are a means to achieving the above ends (see also the appended PHO Statement of Strategy and Priorities 2025/26).

Though the role is based in a primary health care agency (the West Coast PHO), there are also key work responsibilities pertaining to the West Coast Te Whatu Ora hospital services, and a health promotion role within the wider community, as outlined below.

Position Purpose

The Health Coach (HC) is part of an established integrated primary mental health service across West Coast general practices – Te Tumu Waiora. Health Coaches have an understanding of, and personal commitment to, the concept of hauora. They are embedded as members of the general practice team with the aim to improve the wellbeing of their population. They contribute to this by working directly with people to help them gain the knowledge skills, tools, and confidence to become active participants in their care and reach self-identified goals reaffirming the principle of rangatiratanga. Health Coaches work in partnership with individuals, whānau, and groups to listen to their goals and motivate them to develop health literacy, reduce high-risk behaviours, manage stress, and make positive lifestyle changes.

The work of the Health Coach sits within an integrated, stepped care model that supports clients to move seamlessly between primary and community services, and secondary care where required. A key aspect to the role of a Health Coach is navigation through the system so people access the best supports to meet their needs.

The aim of the Health Coach role in general practice is to support the practice team improve population wellbeing, prevent poor health outcomes, and address inequities in health outcomes for Māori and vulnerable populations. Health Coaches achieve this through direct client contact and developing connections and relationships with supports across the community and the health system.

As a recently established role within the New Zealand primary care landscape, the Health Coach will work closely with other Health Coaches, Health Improvement Practitioners, primary care teams, and project leaders to continually improve and refine the services they offer within their community.

Functional Relationships

The Health Coach will develop and maintain positive relationships as follows.

Internal:

- Executive Officer (EO)
- Operations Manager
- Healthy Lifestyles Programme Manager
- MCH Mental Health Programme Clinical Lead
- WCH Health Improvement Practitioners and Health Coaches
- All other WCH staff.

External:

- General practice teams
- Health Improvement Practitioners and Health Coaches
- People involved in the Access and Choiceservice on the West Coast such as WCPHO and Te Whatu Ora project teams
- Te Whatu Ora mental health and addiction services
- Non-Government mental health and related community service providers and organisations
- National Public Health Service
- Māori organisations and service providers
- Community and social service organisations
- People and whānau

Delegated Authorities

As delegated by the EO on a case-by-case basis.

Key Work Responsibilities

Accountability	Measured by
<p>General Practice Team Participation Active participation within the general practice team and support for building team competence in lifestyle and behaviour change to improve wellbeing.</p>	<ul style="list-style-type: none"> • All relevant meetings for the general practice team are attended. • Close working relationship with the general practice’s Health Improvement Practitioner is developed. • Close working relationship with the practice nurses is developed. • Clear documentation of all general practice-related activity • When referrals are received from other members of the general practice team ensure the team members are informed and kept up to date with the Health Coaching activities. • Organisation policies, procedures and requirements are known and complied with. • Pro-active participation in promotion and education of your role with the Practice team
<p>Service Delivery Delivery of high-quality Health Coaching services.</p>	<ul style="list-style-type: none"> • Providing self-management support through: <ul style="list-style-type: none"> – Providing information – Teaching health management skills – Promoting behaviour change – Teaching problem solving skills – Encouraging participation and follow-up in health service delivery – Working in partnership with the patient to assist them to develop a behaviour-change action plan • Bridging the gap between clinician and patient by: <ul style="list-style-type: none"> – Serving as the patient’s liaison person – Ensuring the patient understands and agrees with the health care plan – Providing cultural support • Helping patients navigate the health care system through: <ul style="list-style-type: none"> – Connecting the patient with resources and services – Ensuring the patients voice is heard • Offering emotional support by: <ul style="list-style-type: none"> – Showing interest and compassion – Teaching coping and stress management skills – Asking about emotional issues • Serving as a continuity figure by: <ul style="list-style-type: none"> – Establishing a trusting relationship – Being available at agreed times – Providing active follow-up • A patient-centred assessment will be undertaken at the first point of contact. This will be a holistic assessment of need from which the Health Coach will work collaboratively with the patient to identify goals and a plan to achieve these. • Skills, knowledge and attitudes for culturally safe practice are demonstrated • Clear and concise notes that comply with established standards are entered within practice’s Patient Management System • All required client-related information and activities are recorded
<p>Integrated Primary Mental Health and Addictions (IPMHA) model Enthusiastically engaged in a stepped model of care for mental health and chronic conditions.</p>	<ul style="list-style-type: none"> • Participation in project-related workforce development and coaching • Active contribution to evaluation and refinement of the approach • Partnership with the practice’s Health Improvement Practitioner is evidenced • A collaborative working relationship is formed with NGOs working with the general practice as a part of this project • Knowledge of and a collaborative working relationship is formed with local community agencies. • Assistance with care coordination and access to outside resources is provided as needed
<p>Proficient and accountable</p>	<ul style="list-style-type: none"> • Participation in regular supervision

Accountability	Measured by
	<ul style="list-style-type: none"> • Acts according to Code of Conduct, abides by policies and procedures, legislation and principles of Governing professional body. • Relevant training is attended. • Engagement in continuing skills development <ul style="list-style-type: none"> – Seeks appropriate professional and collegial support
<p>Managing Equity In Aotearoa New Zealand, people have differences in health that are not only avoidable but unfair and unjust. Equity recognises different people with different levels of advantage require different approaches and resources to get equitable health outcomes.</p> <p>Engages consumers appropriately with awareness of own values, beliefs, attitudes and assumptions and the effect this may have on practice.</p>	<ul style="list-style-type: none"> • Support providers in managing the care of high needs patients • Ensures care is client-focused and planned with regards to individual cultural needs • Incorporates Te Tiriti o Waitangi principles into specialty practice to contribute to the improvement of Māori Health status • Services are delivered with an understanding of culture, equity issues, systemic and intuitional racism and a focus on equity of health outcomes. • Manage legal and ethical issues related to wellbeing in a supportive and collaborative manner • Attends required Cultural Competency training provided by and for staff of WCH

The intent of this position description is to provide a representative summary of the major duties and responsibilities performed by staff in this job classification. A staff member may be requested to perform job related tasks other than those specified.

Person Specification

Qualifications and Experience

Essential	Desirable
<ul style="list-style-type: none"> • Has completed or is willing to complete Ministry of Health endorsed Health Coach training programme for IPMHA providers • Has completed or is willing to complete a level four qualification in Health and Wellbeing • Current clean, NZ full driver's license 	<ul style="list-style-type: none"> • Stanford self-management peer leader. • Certificate or other qualification in peer-support, mental health, addictions, health and wellbeing or related field.

Skills and Attributes

Essential	Desirable
<ul style="list-style-type: none"> • Kind, empathic and compassionate. • Act with integrity, consistency and purpose, and continue own personal development • Demonstrates excellent interpersonal and communication skills with an ability to achieve results collaboratively • Flexible mindset, willing to embrace the challenge of a new role and new ways of working. • Embraces the philosophy of helping people to manage better on their own rather than doing things for people • Strong advocacy skills and issue resolution ability • Experience working with Māori, Pasifika and Youth. 	<ul style="list-style-type: none"> • Experience working as part of a team to support people engaged with the health or social care sectors • Experience working in primary care directly with patients as part of the health care team. • Resilient with ability to manage many demands in a professional manner • Te reo Māori knowledge and confidence. • Basic understanding of general practice • Basic knowledge of long-term conditions • Basic knowledge of common mental health concerns

Essential	Desirable
<ul style="list-style-type: none"> • Ability to work with a diverse patient and staff population • Ability to work at a fast pace with a flexible schedule • A proven ability to be a team player • Builds strong supportive relationships • Personal self-management skills • Ability to work independently within agreed boundaries • Acts according to sound ethical, moral values, and professional boundaries • Ability to competently use computers, and work in an electronic medical record. • Excellent English written and verbal communication skills. 	

Continuous Quality Improvement (CQI)


Every employee is expected to contribute to CQI activities, both as related to this position and to the overall functioning of West Coast Health.

Agreed by:

_____ (Job holder’s signature)

_____ (Employer’s signature)

_____ Date

<p style="text-align: center;">Vision</p> <p>Good health for the whole population of Te Tai Poutini West Coast, with equitable outcomes for all.</p>	 <p style="text-align: center;">West Coast Health Community Wellbeing Services</p> <hr/> <p style="text-align: center;">Strategic Plan 2025/2026</p>		<p style="text-align: center;">Mission</p> <p>To provide community-based health services that are accessible to all and enable West Coasters to achieve their best possible health outcomes.</p>
<p>1. Keep people healthy and well</p> <p>Empower individuals, whanau, and community to engage in the co-design of locally led options that support healthy outcomes within the rural primary health care service structure.</p> <p>Recognise health as a taonga within our rural district that will lead to good health outcomes for all.</p>	<p>2. Enable individuals and whanau to care for themselves</p> <p>Provide high quality information about improving, maintaining, and restoring health, and make sure this information is accessible throughout our rohe, especially to those who most need it.</p> <p>Provide coaching and support for individuals and whanau to better manage their health.</p>	<p>3. To ensure effective and equitable access to high quality services based in the community.</p> <p>Advocate for and support our primary health care providers so that everyone in the rohe has access to comprehensive primary care services as close as possible to their home.</p> <p>Prioritise access for our rural and high needs communities across the rohe.</p>	
<p>4. Work in partnership</p> <p>Work with local partnership organisations, whose objects are similar to our Trust to maximise the effectiveness of delivery.</p> <p>Understand, address and advocate for sustainable rural health solutions with Te Whatu Ora.</p> <p>Work with Poutini Waioara to ensure that Māori have a choice of services that support Te Whare Tapa Whā.</p>	<p>5. Data and technology</p> <p>Continue to use data and technology to enhance our understanding of our rohe and thereby set high standards that enable our local primary care providers in their delivery and ensure equitable health outcomes.</p>	<p>6. Workforce development.</p> <p>Support our regional primary care workforce so that healthcare needs, especially in our rural areas, can be met and sustained throughout the rohe.</p> <p>Continue to develop patterns for providing primary care that makes best use of the workforce available so that equitable access is achieved across the rohe.</p>	
<p style="text-align: center;">Collaboration</p>	<p style="text-align: center;">Professionalism</p>	<p style="text-align: center;">Innovation</p>	<p style="text-align: center;">Honour Te Titiri o Waitangi</p>