

PROFESSIONAL FOOD ADDICTION COACH



FAQ - Frequently asked Questions:

Q: What is your philosophy or approach to this topic:

A: In a nutshell, I believe that diets can be harmful for some people for a variety of reasons and are oftentimes not the best approach for individuals who struggle with food addiction. There is a more compassionate long-lasting approach that may have a profound impact on both emotional and physical health. Professionals who develop a deeper understanding and empathy around food addiction, why it exists and possess a desire to support clients to create solutions that are resonant for them will have a life-changing impact. One that will ripple into the lives of clients, their families and their community.

Q. What are the prerequisites?

- A. You must have already completed a professional program of training such as physician, addiction rehabilitation specialist, dietician, nutritionist, or health and wellness coach. This is not a beginner's program; it's advanced professional training.

Q. Is the tuition fee due in full upfront or are there payment plans?

- A. We recognize that finances may be challenging at times or that you may want to diminish the financial impact of the cost. We do not want finances to be a barrier to professional development and do have the option for the tuition to be paid in full in one payment, in two equal payments, or divided among six monthly payments. Tuition is listed in US dollars and for those outside of the USA your bank will convert the funds directly on your mode of payment.

Q. I struggle with lots of reading, how much of this will I need to do?

- A. The handbook for each module is in audiobook format, and each session replay is in video and audio only format. If any of the quizzes are challenging, please contact the Program Advisor for them to be provided in audio format for completion.

Q. What are the testing and certification methods/standards to both pass your class and to become certified for your new Professional Food Addiction Coach program?

A: There is a short multiple-choice quiz after each module which you can take as many times as needed to obtain 100%. That, combined with your attendance (missed no more than two classes live) equals a passing score and entitles you to the PFAC certification.

Q. What if I can't attend all the classes live online?

A: It is essential that you attend the entire first session, no exceptions. So please plan accordingly to ensure you can attend. After that you may miss up to two sessions live, which can be made up via video replay and by completing the quiz. If you miss more than two live sessions you will need to attend the session missed live in the upcoming cohort.

Q. What is the recertification process; is there an annual exam?

A: To maintain the certification, there will be an annual fee of \$99 USD. This will entitle you to attend bi-annual certified coach update sessions that you can participate in to discuss client challenges and/or receive the latest and greatest tools or resources for your clients. If you can't attend live, you will be required to watch the recording replay and answer learning checkpoint questions as part of a quiz to retain the credential.

Q. What does the homework look like?

A: The majority of the learning will take place in the session. Homework will be experiential activities that you can try with clients and/or work through yourself personally. The expectation is that this won't require more than a couple of hours outside of the weekly session time to complete.

Q. Are there books to purchase and read as part of the curriculum?

A: There are no books to buy, although we do provide a list of optional resources. There will be a study guide that is provided to you as part of the program registration.

Q. Are their homework assignments involving essays?

A: There are no major tests, exams or essays.

Q. Is there coaching or live practice involved?

A: There are opportunities for students to coach each other in break-out sessions as well as to be the "client" in the main room. In addition, Shelly-Anne demonstrates how to coach clients through many of the topics discussed in the program through video replays, allowing you to see concepts and tools put to use in real play vs. role play.

Q. How many Continuing Education Credits will I receive from this program?

A: Assuming you meet the requirements noted above - attend the sessions and pass all the quizzes - you will receive 26 CECs for the NBHWC.



Q. How many students are there in each cohort?

A: We limit the cohort to 24 students in order to give each student an opportunity to fully participate and to receive Shelly-Anne's attention and guidance.

Q. Will I learn how to apply what I learn here in real life with my clients?

A: Yes! There are demos of how to apply the material in just about every live session. You'll also have an opportunity to practice coaching around these topics with your fellow classmates. In addition to learning how to coach your clients on these issues, you will be taking a deep dive into how it applies to your own life. In addition, as noted above, Shelly-Anne demonstrates how to coach clients through many of the topics discussed in the program through video replays, allowing you to see concepts and tools put to use in real play vs. role play.

Q. If my clients struggle with food, but aren't necessarily food addicted, will this material still apply?

A: Most definitely. We recognize that the term "addiction" does not apply to all who have challenges with food, and even those who are addicted don't necessarily relate to that term. The program is about one's relationship with food, and there are many ways to phrase that, depending on what you're comfortable with.

Q. Is it in scope for me to deal with eating disorders?

A: If a client has an eating disorder, it's best if they are referred to and/or working with a therapist. If the client is not in imminent danger, that does not preclude them from also working with you. In fact, they may make even better progress if working with both at the same time. There is considerable discussion in the program around how to recognize and manage "red flags," including when it's appropriate to refer a client to a therapist, resources, and when/how you can still be helpful when therapy is needed.

