

AFRICAN ANCESTRY HEALTH COACH INITIATIVE

Closing the gap between health advice and everyday action.

WHY THIS EXISTS

Health information is not the same as health action. People can leave a healthcare visit with instructions and still lack the context, confidence, navigation support, or practical plan to carry them out.

2015 COUNTY CALL TO ACTION

Santa Clara County's African/African Ancestry Health Assessment called for Afro-centric health coaches who help community members better understand their health, the healthcare process, and provider recommendations.

THE GAP WE ADDRESS

- Understanding what a provider actually recommended.
- Turning health information into a realistic weekly plan.
- Finding the right questions, resources, and next steps.
- Building trust and follow-through through culturally grounded support.

WHO WE TRAIN

African/African Ancestry community members with an interest or background in health, wellness, nutrition, coaching, outreach, or community service.

THE INITIATIVE

PSS will develop a culturally grounded health-coach training pathway that prepares community members to translate health information into understanding, planning, navigation, and consistent action. **Coaches support people; they do not replace licensed care.**



TRAINING CORE

- Health and healthcare literacy
- Navigation and resource referral
- Nutrition and lifestyle coaching
- Goal setting and accountability
- African Ancestry health history and disparities
- Bias, trust, privilege, and culturally responsive communication
- Scope, ethics, documentation, and referral boundaries

WHAT COACHES DO

- Explain health information in practical language
- Help people prepare questions for providers
- Reinforce and organize provider recommendations
- Build realistic food, movement, and lifestyle plans
- Set goals and provide weekly accountability
- Connect people to appropriate resources and referrals

GRADUATE PATHWAY

PSS certificate of completion (non-clinical training credential) • documented competency checks • supervised field experience • coaching tools • pathway to community health, wellness, nonprofit, and health-partner roles.

SCOPE & BOUNDARIES

Health coaches educate, navigate, reinforce, plan, and support follow-through. They do not diagnose, prescribe, manage medications, provide psychotherapy, or replace licensed medical care.

WHERE COACHES SERVE

Community health programs • clinics and health partners • nonprofit organizations • churches, mosques and community centers • PSS Community Wellness programs.

THE PROGRAM PROMISE: Train trusted, culturally grounded coaches who make health information easier to understand, act on, and follow through.

SOURCE BASIS

Santa Clara County African/African Ancestry Health Assessment & Research Project (2015), Strategies 2-3, pp. 77-78. Program development also references current California DHCS Community Health Worker guidance.

PACIFIC SPIN AND STRENGTH

California nonprofit public benefit corporation
IRS 501(c)(3) recognition pending
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