



Live Well | Bien Vivre

Annual Report

2023



Managed by | Géré par



Funded by | Financé par





Many individuals know they need to make changes in their life to improve their health and wellbeing but don't necessarily know where to start. Launched in 2012, the Live Well | Bien Vivre (LW|BV) program has been supporting New Brunswickers with behavioral change coaching and empowering our clients to achieve their health and wellbeing goals for well over a decade.

LW|BV is an evidence-based initiative where Health Coaches use best practices to support long-lasting client-led health behavioral change for all New Brunswick residents aged 19 years and over. A professional Health Coach is a trusted partner in an individual's health and wellness journey. Working alongside community health care providers and organizations, Health Coaches empower clients to achieve health and wellness goals through individualized lifestyle adjustments. Our team has worked with thousands of New Brunswickers to improve various health behaviors with emphasis on the prevention and management of chronic disease. New Brunswick continues to be a province with a high prevalence of chronic disease with an increased probability of multiple chronic conditions as the population ages (New Brunswick Health Council, 2016); LW|BV is an ongoing effort to combat these statistics.

We remain grateful for the continued support and oversight provided by our funding partner, the Government of New Brunswick (GNB) and are pleased to present the outcomes from our **2023 Annual Report of the LW|BV program encompassing the reporting period of January – December 2023.**

**Fueling long-term
motivation**



**Live Well
Bien Vivre**

lwbv.ca

OUR TEAM

We are proud to have a team of bilingual Health Coaches residing and offering services across all seven major health zones throughout the province of New Brunswick.



Claude Vautour
Senior Manager
Greater Moncton/Southeast



Julie Chiasson
Health Coach Manager
Madawaska/Northwest



Shauna Ferguson
Health Coach Manager
Saint John/Fundy/Fredericton



Courtni Soucy
Fredericton



Heidi Leblanc
Restigouche/Chaleur



Martine Haché
Acadian Peninsula



Gabrielle Babineau
Moncton/Southeast



Stephanie Melanson
Saint John/Fundy



Meredith Harrison
Saint John/Fundy

OUR TEAM

Our team of Health Coaches offers a highly personalized service tailored to each individual client and their needs. **Our services are offered in Heart & Stroke NB offices, medical clinics, community centres, or virtually via phone or video call.** Being flexible in our service delivery approach allows us to adjust to the needs of each unique client and reach clients across geographical barriers, including equitable access in the rural areas of our province.



In Person



Phone/Video Call



Walking Meeting



“

[The program] was awesome and [my coach] certainly was flexible, I enjoyed the active meetings.

”

HEALTH COACHING

The role of a Health Coach extends far beyond advice and support. Using a **client-centered approach**, our team uses a non-directive form of health coaching where **clients are empowered to actively set and manage their own behavioral goals**. Health Coaches act as equal partners in this process by using motivational interviewing, self-determination theory, adult learning principles and supportive empathetic environments.

Our Health Coaches are highly attentive and perceptive to the motivational signs of our clients. To start the process, each client is assessed on their **readiness to change** and completes an intake assessment to help identify and prioritize their goals. Working in partnership with the client, our Health Coaches use their extensive training and expertise to encourage clients to decide on a goal, action plan, and identify appropriate community resources to support sustained behavior change.

Health Coaching uses an evidence-based approach to bring positive impacts on an individual's health outcome. The annual results of the LW|BV program show significant positive impact among the four pillars of: **healthy eating, physical activity, stress management and tobacco free living**.

A health coach is not a personal trainer, therapist, dietitian, or doctor.

Health Coaches may hold fitness or other health related certifications, however, our Health Coaches work with clients more broadly in reaching tailored health and wellness goals to adopt sustainable healthy lifestyles more **broadly**.



Program Insight: Our Health Coaches tailor each session to best meet the individual needs and goals of a client. **On average, clients receive 8-10 hours of weekly sessions and can expect to progress to a bi-weekly frequency as a client advances through the program.** This process spans an average of 2-5 months and varies based on short versus long term needs.



“ I liked reporting back to someone, having homework and being accountable. I can now do this moving forward with my wife (the boss!). ”

HEALTH COACHING

“

Just being there, listening to me, sometimes we weren't talking about food but my mood makes me want to overeat - having someone to talk to kept me accountable and let me know that it was ok to have a bad week and the next week we just try to do better.

”

PROCESS IMPROVEMENT

Since adopting the LW|BV program in 2019, our team has been working hard to ensure the LW|BV program reflects a model of excellence in quality service delivery care for our clients. During this reporting period, we saw tremendous growth and development in two important areas to highlight:

Growth in Team Management

New to LW|BV in 2023 was the creation of two new positions: Health Coach Managers. Our Health Coach Managers have the responsibility to support the Health Coaches in their best practices as it relates to supporting their clients, identifying potential stakeholders within their communities to collaborate with, and promote professional development through mentorship that may also involve external training. The creation of this new level of management allows greater capacity for senior management to focus on provincial partners and engagement while allowing for greater one on one mentorship opportunity for our newer Health Coaches.

Systems Improvement

In 2022, we introduced a client database software, or client relationship management system (CRM) to refine how our team collects and stores data. In 2023, our Health Coaches are now fully trained in the utilization of this platform, and it is now ingrained in our standardized approach. The use of this tool has significantly cut down on administration and indirect client care time and ensures our data is both secure and confidential. Positive implications were also observed through our new ability to track clinician referrals using our CRM. With our direct referral from clinicians at an all-time high, this data is helpful to support our ongoing stakeholder engagement initiatives.

LIVE WELL | BIEN VIVRE 2023 ANNUAL RESULTS

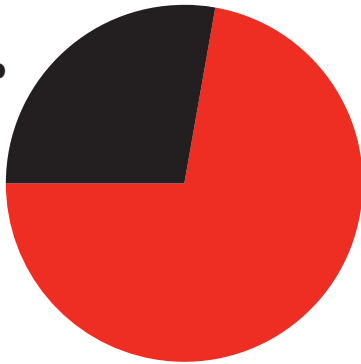
Our Clients: The overwhelming majority of our clients are **female**, and over the age of **35 years**. This trend is consistent with studies that have shown that women use more health care services when compared to men. Given that we have an aging population in New Brunswick, the LW|BV program has shown to be a supportive service for many people as they age. While we see clients from across all available age cohorts, we continue to target and predominantly support clients aged 55 and over.

DEMOGRAPHICS

GENDER IDENTITY

28%

Male



72%

Female

AGE BREAKDOWN

47%

55+



13%

19-35

39%

36-54

We have seen an increase in the trend and percentage of clients who identify as male. This trend started in 2021 going from 19% to 23%. In 2023, those numbers continued to grow from 23% to 28%. With our ongoing communications plan and marketing push, we hope to continue to normalize these services as appropriate for all genders.

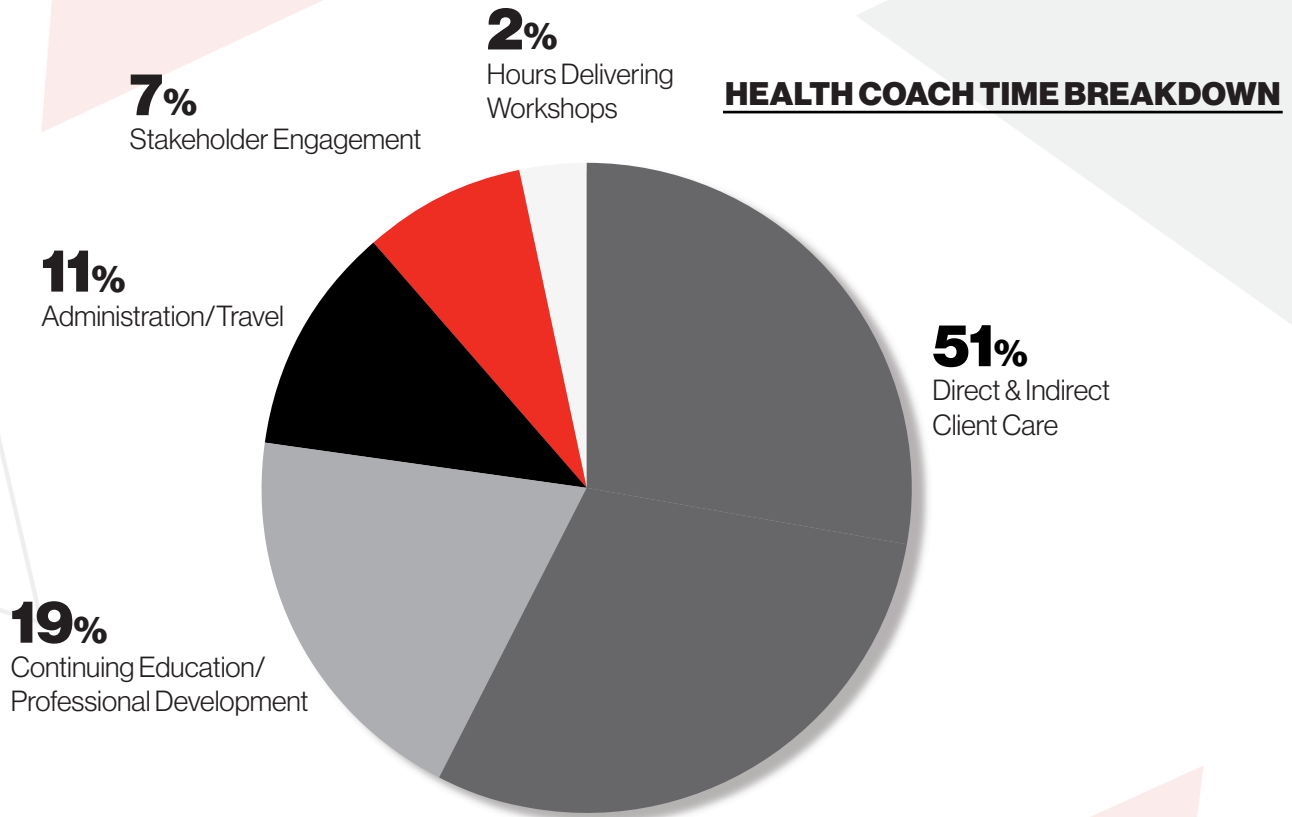
The larger city centres of the province, Saint John, Moncton and Fredericton continue to comprise the large majority of our client population at 62%. In 2023, growth was significant in the Chaleur/Restigouche regions with an approximate 200% increase in client uptake since 2021. Clinicians in that region value the direct referral process and the increase is a direct reflection of the ongoing engagement from our local Health Coaches in those regions.

CLIENTS BY GEOGRAPHIC LOCATION

Fredericton	17%	Restigouche/Chaleur	21%
Moncton	29%	Saint John/Fundy	19%
Madawaska/Northwest	10%	Acadian Peninsula	4%

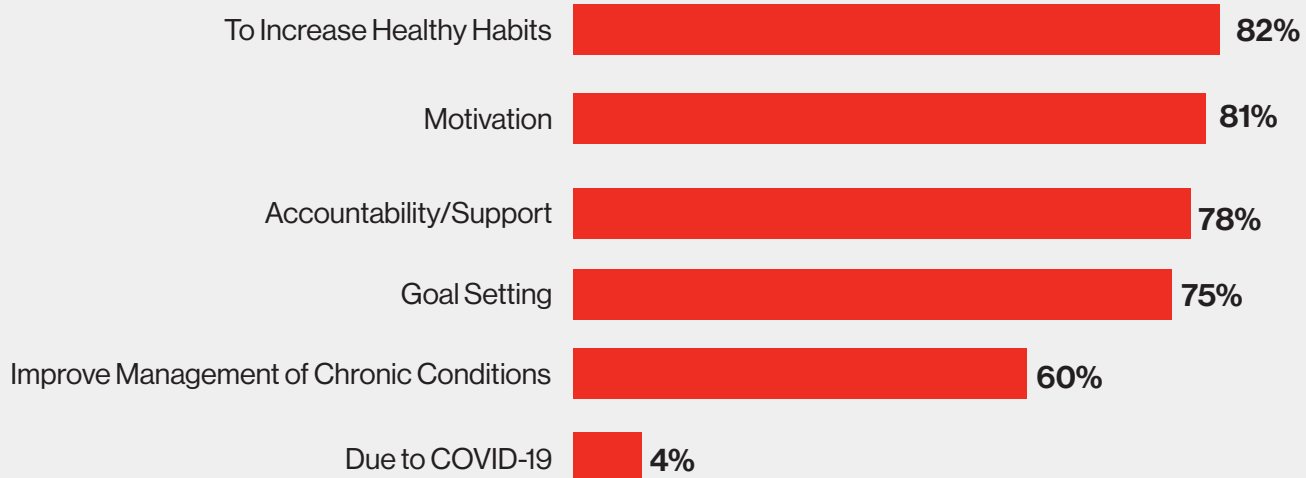
PROGRAM INDICATORS

The LW|BV Health Coaches spend most of their day in client care by directly and indirectly working with their clients through health coaching. Between January and December of 2023, the LW|BV Health Coaches spent 51% of their time in client care activities.

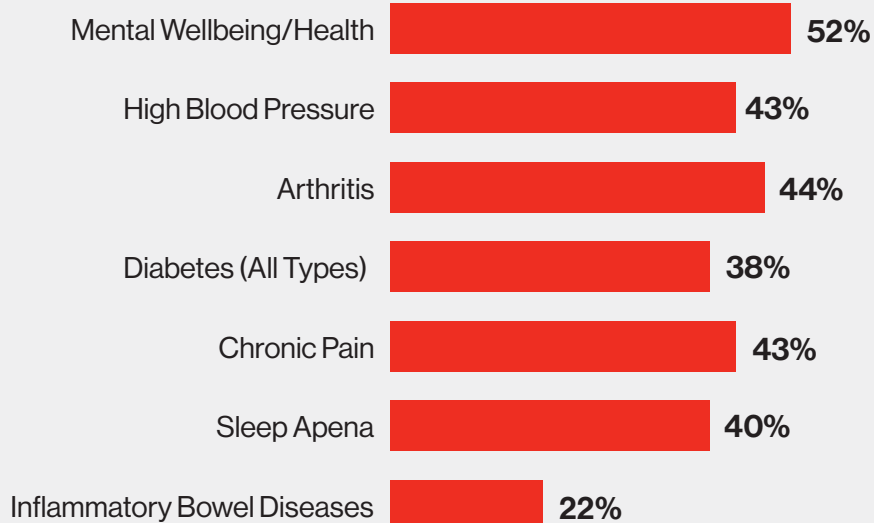


WHY CLIENTS USE A HEALTH COACH

Everyone can benefit from seeing and working with a Health Coach! Our clients connect with the program for a variety of reasons as they navigate their health and wellness lifestyle goals. As the population ages, we continue to support clients with constantly changing health needs who are looking to better self-manage their diagnoses and comorbidities. In 2023, our clients came to the LW|BV program for the following reasons:



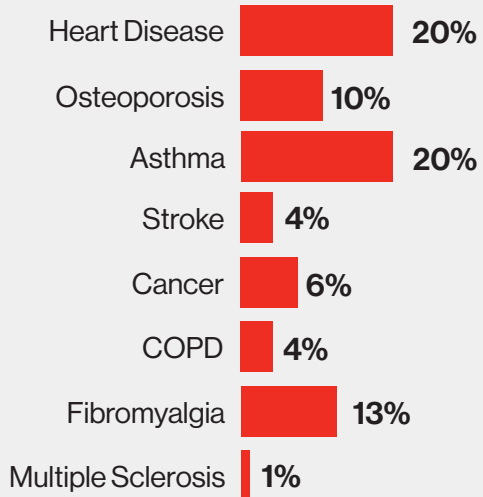
It is important to note that 99% of our clients are living with at least one chronic condition. Of the conditions reported, the most prevalent are mental health, high blood pressure, chronic pain, arthritis, and sleep apnea.



This data is collected during the initial meeting. For most clients, this is a starting point to determine their readiness for change and a transition from their health concerns towards action-based thinking and competency building. This is where Health Coaches are most useful. A Health Coach helps a client breakdown the steps to improve what is concerning the client's health and lifestyle.

WHY CLIENTS USE A HEALTH COACH

Other chronic disease totals:



“

Shauna was definitely a life saver for me. I did not know what I needed at first I just knew I was not happy where I was. I learned I have a powerful mind and that was the best learning of a lifetime.

”



HOW HEALTH COACHES HELP CLIENTS

Clients of the LW|BV program are often **struggling to navigate** personal and social barriers to improving their health and wellness. Below are the top 10 reasons identified through the initial intake surveys that clients have difficulty achieving their goals. **Health Coaches work with clients to overcome these barriers**, where possible, and support their clients to best navigate the healthcare system.



“ [My coach] is a great cheerleader and helped me get through some of my barriers ”

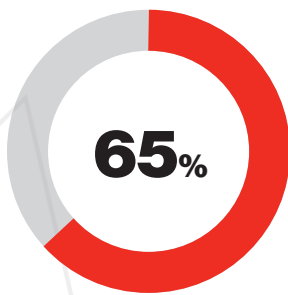


THE COACHING PROCESS

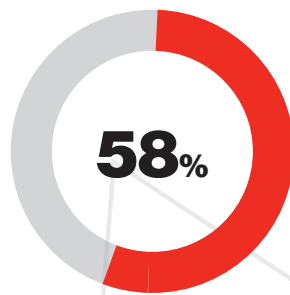
The value of Health Coaching goes beyond building knowledge. Changing an individual's lifestyle is about building skills and competency. Competencies or skills are reinforced by setting objectives and meeting these objectives. The ultimate goal is to set in place a pattern of behavior or maintenance to set up our clients for long-term success. Health Coaches support New Brunswickers at setting goals in multiple areas of their lifestyle. With the support of a Health Coach, clients may work on one or more goals towards their improved health and overall wellness.

Goals

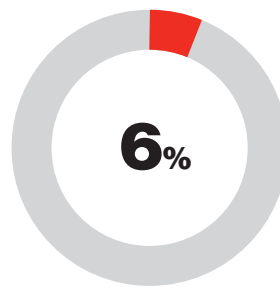
Below is a breakdown of the types of goals identified as priorities by our clients:



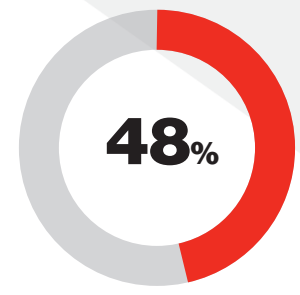
Healthy Eating



Physical Activity



Smoking Cessation



Stress Management/
Mental Fitness

“

[The program] was excellent because at the start, I didn't know what to do to improve my health. At the start, I didn't realize that stress was ultimately the real issue, not just diet and exercise. Focusing on stress management and getting to the cause of my unhealthy lifestyle had a domino effect with my entire health.

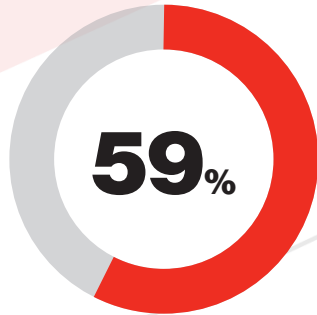
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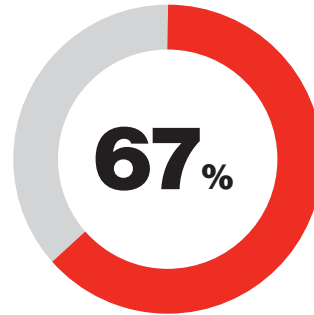
WHAT DID OUR CLIENTS ACHIEVE IN 2023?

This year our Health Coaches were able to see 356 clients where over **397 health and wellness goals** were set and actioned upon. Upon exiting from the program, clients report on any changes to their health behaviours. The LW|BV program aims to support clients to acquire competencies that will sustain their healthy lifestyle change(s) long-term and the management of any chronic conditions. Healthy eating, physical activity and stress management remain the most common health behaviours addressed.

Improvement in key health indicators:



Improved
Healthy Eating



Increased
Physical Activity

“

Absolutely helpful for me! I brag about it to people around me who are having struggles, I tell people how beneficial this service is. Awesome service that I didn't know exists!

”

9% of clients in 2023 returned to the program to work on a new goal with their Health Coach.



WHAT DID OUR CLIENTS ACHIEVE IN 2023?

Stress Management and Mental Fitness

Stress is a normal response to the demands and pressures of life. Health Coaches support clients at managing perceived stress levels and to actively learn to prevent and relieve stress with lifestyle changes and mindful techniques. After working with a Health Coach, our clients report adopting better stress management techniques and are seeing the impacts of being equipped with practical skills and solutions.

On a scale of 1-10, where 1 is low and 10 is high, 58% of LW|BV clients enter the program with self-reported stress levels at 6 or above, during an Intake assessment, and only 17% rate their stress level as 3 or below.

After working with a Health Coach, we see a significant percentage of clients claiming lower overall stress levels. We are proud to report that after working with a Health Coach, 36% of clients report their stress at 3 or below and only 31% of clients report stress levels of 6 or higher upon exit.

Before Health Coaching,
58% of clients report their
stress level as high



After Health Coaching, only
31% of clients still report
stress levels as high

“

I enjoyed the support, and I did not feel overwhelmed by changes and the action plan. The sessions and the coach's questions allowed me to think and develop a realistic action plan.

”

“

Gabrielle really helped and supported me at a more difficult and vulnerable time. It was as if she had a 'flashlight' when everything was darkest for me. I trusted the process and let myself be guided, finally realizing that it was really me who was holding the 'flashlight.' I now realize that I have the necessary tools to continue to progress on my own.

”

IMPROVED PERCEIVED OVERALL HEALTH

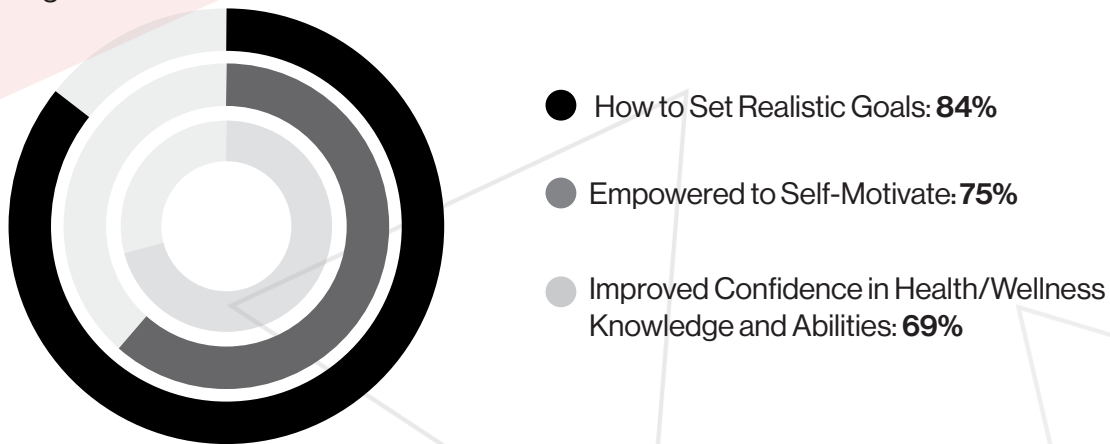
On a scale from 1-10, where 1 is low and 10 is high, clients of the LW|BV program are more likely to rate their health as a 7 or above upon discharge.

Intake survey: 36% of clients rated their health as a 7 or higher

Exit survey: 73% of clients rated their health as a 7 or higher

Health and wellness skills development

After completing the program, clients also reported the following skills and competencies developed during health coaching:



Other client skills/competencies:



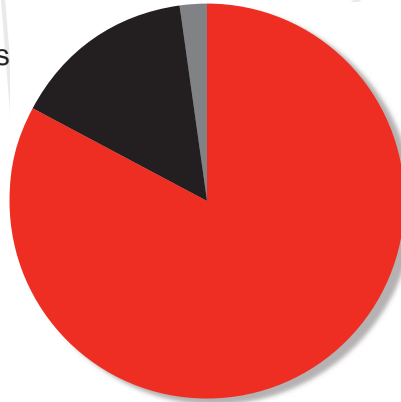
REALIZED HEALTH AND WELLNESS GOALS

Most importantly, 98% of our clients were able to achieve or partially achieve their health and wellness goals.

13%

Partially Realized their Health/Wellness Goals

2%
No



GOALS ACHIEVED

85%

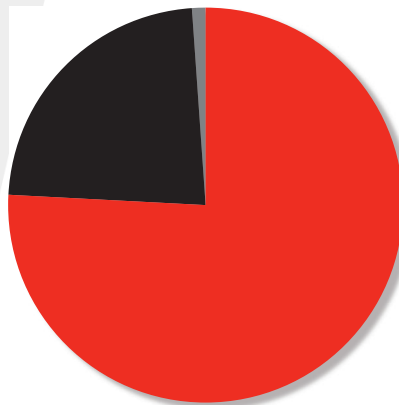
Fully Realized their Health/Wellness Goals

Upon discharge, 99% of clients would have already recommended the LW|BV Health program to a family member or friend and 92% agree to be contacted in the future.

24%

Have Already Recommended

1%
No



RECOMMENDATION

75%

Would Recommend

Agree to be contacted in the future

92%

These stats are highly reflective of the caliber of care that our team of Health Coaches provide in offering quality service delivery. Not only does this encompass skillful health coaching, but these stats also highlight the highly empathetic nature of our Health Coaches and the safe environment that is fostered by our team during coaching sessions.

NAVIGATIONAL SUPPORT AND ACCESS TO CARE

Part of the health coaching process is helping our clients to navigate the evolving healthcare system. Many of our patients are living with at least one, if not many, chronic conditions. This requires our Health Coaches to work in collaboration with clinical and community health care professionals to offer the best support in the self-management of chronic disease. Last year, over **85%** of our clients reported being supported by a clinical health care professional within the healthcare system, such as a doctor or nurse practitioner. Additionally, **38%** of clients last year were working with a community health professional and/or a non-traditional health care professional in the community setting with another **33%** of clients accessing mental health services.

“

[Health Coaching] showed me I was on the right path, and I am now able to explore with my Doctor what is really going on in my body. It gave me more confidence to work with the health care system.

”

“

Shauna is a blessing because she was my sounding board to move forward while navigating the health care system. You can't think properly when you're in pain and she helped me break all the steps down.

”

Working as part of a multidisciplinary approach to care, both clinicians and Health Coaches are supporting individuals in New Brunswick at improving their health and **enhancing their self-management abilities**. Having a Health Coach, or non-clinical partner, as part of the process has been shown to be highly effective and helpful to our clients. After working with their Health Coach, **30%** of our clients reported that they have improved confidence in navigating the healthcare system.

“

I'm really glad I did this! She helped me get back into things and a lot faster than I thought. Before Heidi, I had no one to talk to after I finished cardiac rehab. Once I started talking to her, I got back on my feet really well.

”

STAKEHOLDER ENGAGEMENT

It remains a huge priority for LW|BV to stay engaged with the larger healthcare system **to ensure clients receive comprehensive and timely individualized care.** Our Health Coaches work closely with both Regional Health Authorities and are embedded with Cardiac and Respiratory Rehab clinics, Diabetes Education clinics and Mental Health clinics across the province. Workshops, demonstrations to staff on the referral process and communicating the value in referring are ongoing with program champions.

A concerted effort was made to connect with over **100 physicians** across the province last year. Partnering with stakeholders comprised of physicians and pharmacists has enabled us to streamline engagement along the continuum of care. A physician engagement video was also created in 2023 portraying the role LW|BV plays in supporting self-management to enhance visibility and understanding of the program. Our team looks forward to a finalized product to share with our stakeholders in the new year.

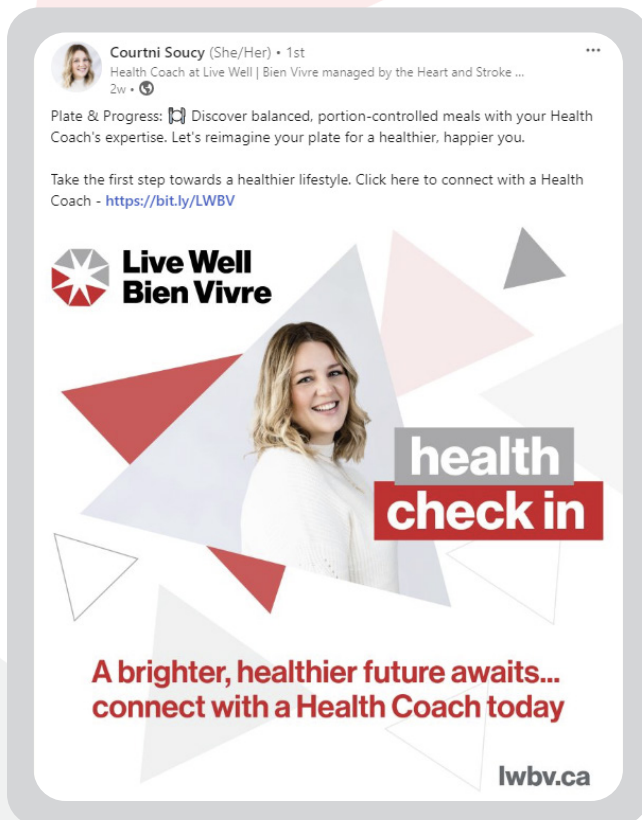
In 2023, we re-introduced workshops in the workplace and explored collaborative opportunities with employers including the RCMP, Department of Justice, Department of Social Development and WorkSafe NB. Many of these newer relationships are in the preliminary stages, however, we remain excited about supporting our stakeholders across the province as they discover and experience first-hand the value of including Health Coaches to their circle of care.



COMMUNICATIONS

This year marked the launch of LW|BV's first ever comprehensive communications plan led by our internal Communications Department. The aim of this initiative is to increase our presence in external marketing and to ultimately increase the visibility of LW|BV across the province to a wider population. The beginning of this launch entailed a social media campaign that shared content around increasing the understanding of how a Health Coach can offer support in healthy eating, physical activity, stress management and tobacco free living.

Reach: 7,710



Courtnei Soucy (She/Her) • 1st
Health Coach at Live Well | Bien Vivre managed by the Heart and Stroke ...
2w • 🌐

Plate & Progress: 🍽️ Discover balanced, portion-controlled meals with your Health Coach's expertise. Let's reimagine your plate for a healthier, happier you.

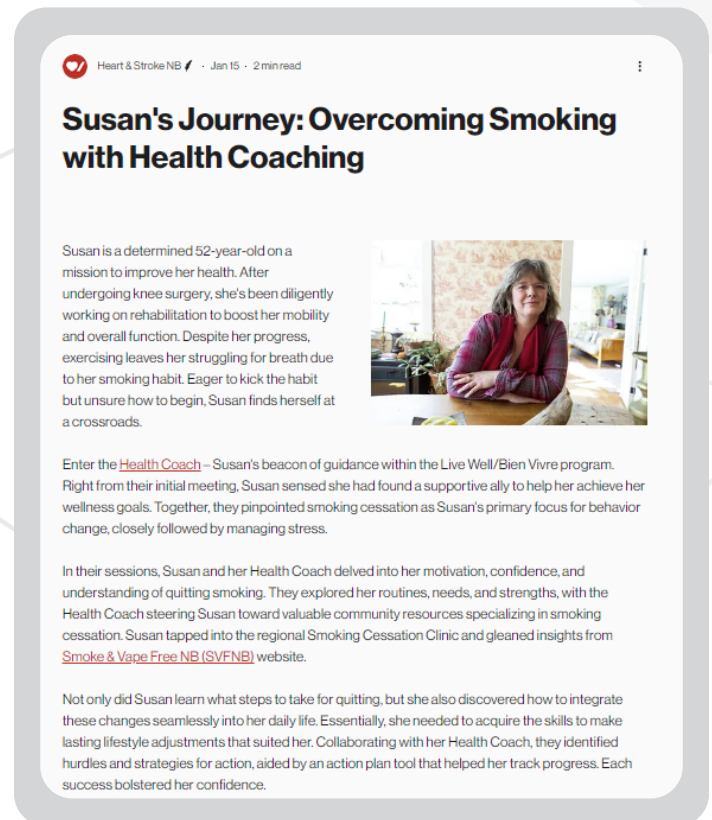
Take the first step towards a healthier lifestyle. Click here to connect with a Health Coach - <https://bit.ly/LWVBV>

**Live Well
Bien Vivre**

**health
check in**

**A brighter, healthier future awaits...
connect with a Health Coach today**


lwbv.ca



Heart & Stroke NB · Jan 15 · 2 min read

Susan's Journey: Overcoming Smoking with Health Coaching

Susan is a determined 52-year-old on a mission to improve her health. After undergoing knee surgery, she's been diligently working on rehabilitation to boost her mobility and overall function. Despite her progress, exercising leaves her struggling for breath due to her smoking habit. Eager to kick the habit but unsure how to begin, Susan finds herself at a crossroads.



Enter the [Health Coach](#) – Susan's beacon of guidance within the Live Well/Bien Vivre program. Right from their initial meeting, Susan sensed she had found a supportive ally to help her achieve her wellness goals. Together, they pinpointed smoking cessation as Susan's primary focus for behavior change, closely followed by managing stress.

In their sessions, Susan and her Health Coach delved into her motivation, confidence, and understanding of quitting smoking. They explored her routines, needs, and strengths, with the Health Coach steering Susan toward valuable community resources specializing in smoking cessation. Susan tapped into the regional Smoking Cessation Clinic and gleaned insights from [Smoke & Vape Free NB \(SVFNB\)](#) website.

Not only did Susan learn what steps to take for quitting, but she also discovered how to integrate these changes seamlessly into her daily life. Essentially, she needed to acquire the skills to make lasting lifestyle adjustments that suited her. Collaborating with her Health Coach, they identified hurdles and strategies for action, aided by an action plan tool that helped her track progress. Each success bolstered her confidence.

Moving into 2024, we are excited to see the impact of explicitly targeting specific populations that have been identified as a gap in our clientele using additional tailored platforms and strategies.

“

A huge part of my success has been Courtni's demeanor and approach. Really able to deliver without judgement, encourage resilience and be helpful.”

”

“

I think that the ability to listen and not judge and pick out what I needed was awesome.

”

“

I would highly recommend the program! I felt comfortable with my coach, I could talk to her about anything. I didn't feel like I was being judged!

”

“

After I would hang up with her I felt good. I was grateful to be able to say what was on my mind and I felt safe. Which built confidence to speak with others.

”

“

Really appreciated her manner, the way she presented herself, her questions and the fact that she was coaching my unique needs. She was coaching me to succeed, not telling me what to do.

”



Live Well Bien Vivre

1-800-663-3600

info@lwbv.ca

www.lwbv.ca