

STUDENT POLICY HANDBOOK

NATURAL NUTRITION COACH®
PROGRAM



HEALTH COACH COLLABORATIVE
Learn to Transform Lives, Even your own! ♥

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OUR MISSION

The mission & vision of the Health Coach Collaborative is to build a global community of Natural Nutrition Coaches by teaching the nutrition, coaching, and business skills they need in order to build a successful practice. In turn, they can inspire others to embrace a life built around the foundations of self-care and the four pillars approach to health: nutrition, stress management, sleep & movement.

HEALTH COACH COLLABORATIVE CONTACT INFORMATION

All enquiries should be directed to info@healthcoachcollaborative.ca.

ACADEMIC INFORMATION

Health Coach Collaborative - Natural Nutrition Coach Certificate Program

The Natural Nutrition Coach Certificate Program is an online learning Program consisting of three parts:

- Natural Nutrition education
- Nutrition & Health Coaching education
- Business Coaching and Strategy education

Course Theme	Hours	Module Value as % of Program
Natural Nutrition	120	46%
Nutrition & Health Coaching	92	35%
Business Coaching & Strategy	48	19%
TOTAL	260	100%

HCC reserves the right to make changes to the Program at any time without notice, when necessary.



**NATURAL NUTRITION COACH CERTIFICATE PROGRAM – COURSE LIST
(260 Hours)**

	NATURAL NUTRITION	HOURS	PREREQUISITE COURSES
NNC 1.1	Foundations in Natural Nutrition	18	High school diploma or equivalent
NNC 1.2	Body Systems – Physiology & Symptomatology	30	NNC 1.1
NNC 1.3	Digestive Health and the Microbiome	12	NNC 1.1
NNC 1.4	Energy and Metabolism	8	NNC 1.1, NNC 1.3
NNC 1.5	Foundations of Personalized Meal Planning	12	NNC 1.1
NNC 1.6	Stress Management, Sleep and Movement	10	NNC 1.1, NNC 1.2
NNC 1.7	Coaching Strategies for Weight Management	10	NNC 1.1, NNC 1.2
NNC 1.8	Practical Applications: Nutrition Case Studies	20	NNC 1.1, NNC 1.2, NNC 1.3, NNC 1.4, NNC 1.5, NNC 1.6, NNC 1.7
	TOTAL COURSE HOURS	100	
	TOTAL HOURS	120	
	HEALTH & WELLNESS COACHING	HOURS	PREREQUISITE COURSES
NNC 2.1	Understanding Your Role as a Natural Nutrition Coach	10	NNC 1.1-1.7 High school diploma or equivalent
NNC 2.2	Facilitating Behaviour Change	17	NNC 2.1
NNC 2.3	Techniques for Coaching Your Client	15	NNC 2.1, NNC 2.2



NNC 2.4	Conducting a Coaching Session	10	NNC 2.1, NNC 2.2, NNC 2.3
NNC 2.5	Practical Applications- Coaching Case Studies	40	NNC 2.1, NNC 2.2, NNC 2.3, NNC 2.4
	TOTAL COURSE HOURS TOTAL HOURS	52 92	
	BUSINESS COACHING & STRATEGY	HOURS	PREREQUISITE COURSES
NNC 3.1	Business Fundamentals: Introduction & Welcome	0.5	None
NNC 3.2	Cultivating Your Business: Honing It In	17.5	None
NNC 3.3	Marketing: Unleash Your Design	20	NNC 3.1, NNC 3.2
NNC 3.4	Be Bold - Practical Applications	10	NNC 3.1, NNC 3.2, NNC 3.3
	TOTAL HOURS	48	



NATURAL NUTRITION COACH CERTIFICATE PROGRAM – COURSE DESCRIPTIONS

Natural Nutrition Coach Certificate Program

(260 hours)

ALL Class Pass Mark 80%

NATURAL NUTRITION (Total number of hours: 100)

NNC 1.1: FOUNDATIONS IN NATURAL NUTRITION (18 hours)

Foundations in Natural Nutrition provides a framework for the study of nutrition and is an introduction to the principles of a natural food diet as they relate to health and well-being. The macronutrients (carbohydrates, proteins and lipids) and micronutrients (vitamins and minerals) are explored in detail: their functions, metabolism, absorption, deficiency symptoms, and association with health and disease. Other naturally occurring compounds in plants and animals that may have beneficial effects on human health are examined, including phytochemicals, zoochemicals and adaptogens, as well as anti-nutrients (including phytates, oxalates, and tannins), and the importance of water. The course also introduces various assessment tools you can use to streamline your nutrition consulting practice.

NNC 1.2: BODY SYSTEMS– PHYSIOLOGY & SYMPTOMATOLOGY (30 hours)

Nutrition is a significant factor in the prevention of many disease states. You will develop a foundational understanding of each body system (musculoskeletal, cardiovascular, immune, lymphatic, respiratory, urinary, endocrine, nervous, reproductive, integumentary), the common diseases, symptoms and causes of imbalance that may occur within each system (osteoporosis, diabetes, cardiovascular disease, thyroid disease, kidney stones, asthma, allergies, arthritis and more), and learn specific protocols based on the four pillars—nutrition, movement, sleep and stress—that can be applied to achieve balanced health.

NNC 1.3: DIGESTIVE HEALTH & THE MICROBIOME (12 hours)

Digestion is the cornerstone of health. Imbalances within the digestive system may result in poor nutrient absorption, and long-term malabsorption can initiate chronic health problems. This course explains the components and functions of the digestive system and its accessory organs and why problems can so easily arise within this system, leading to constipation, heartburn and indigestion, or chronic illnesses of the digestive tract. Candida and other imbalances within the gut microbiome can greatly



impact physical and mental health. You will also learn how these concerns may be influenced by dietary, behavioural, and supplemental interventions.

NNC 1.4: ENERGY BALANCE & METABOLISM (8 hours)

This course offers a core emphasis on the scientific fundamentals of energy balance and metabolism. Anthropometric measurements and factors influencing metabolism and body composition are explored. Our unique, customized method for calculating energy needs and macronutrients is presented.

NNC 1.5: FOUNDATIONS OF PERSONALIZED MEAL PLANNING (12 hours)

This course teaches practical meal planning and menu design to prepare you to work with (and offer additional services to) clients. Learn how to apply natural nutrition principles to create a menu that maximizes nutrients and incorporates individual health needs and tastes, while also considering time and budget restraints. Topics include healthy food preparation and practices (including soaking, sprouting and fermentation), grocery shopping, portion sizes, mindful eating, and meal/menu planning for shift workers. Learn how to guide your clients to decipher food labels and labelling terms, recognize food additives, and understand the benefits of eating local, seasonal, organic, non-GMO foods. Learn how to overcome barriers to healthy eating: time limitations, feeding picky eaters, eating outside the home and at work, healthy snacking, and breaking unhealthy eating habits.

NNC 1.6: STRESS MANAGEMENT, SLEEP AND MOVEMENT (10 hours)

Stress may cause people to make unhealthy eating choices, exercise and sleep less, consume addictive substances, and engage in other destructive behaviours. Chronic stress can disrupt blood glucose regulation, digestion, hormonal health, and can cause imbalances in a person's mental and physiological state. The four pillars—nutrition, stress management, sleep and movement—play a significant role in how the body reacts and responds to stress. This course explains the physiological implications of stress on human health, and protocols (foods, nutrients, and interventions) that can help the body adapt to and recover from chronic stress. Learn about the sleep cycle and how to improve sleep hygiene. Special consideration is given to the microbiome and the critical role the gut-brain axis plays in behaviour, brain health, and mental health.

NNC 1.7: COACHING CLIENTS FOR WEIGHT LOSS AND MAINTENANCE (10 hours)

In this course, you will learn to apply the principles of natural nutrition to coach clients for successful weight management. Key elements and strategies for designing a weight management protocol that takes a mind-body approach are explained, with an emphasis on understanding eating behaviours, including the biological mechanisms



behind hunger and cravings, the importance of sleep, emotional factors, and psychospiritual factors. Disordered eating and a comparison of diet trends are reviewed.

NNC 1.8: PRACTICAL APPLICATIONS – NUTRITION CASE STUDIES (20 hours)

This is your opportunity to apply the theoretical knowledge and principles of natural nutrition that you have learned to complete personalized client case study reports for both fictional and live clients. Using assessment tools (including the Holistic Nutrition Hub) to identify nutritional imbalances, you will explain how these imbalances may be related to a person's health concerns and will recommend customized nutritional interventions, a meal plan, dietary supplements (if needed), exercise and lifestyle recommendations to address the client's concerns and rebalance the body.

NUTRITION AND HEALTH COACHING (Total number of hours: 92 hours)

NNC 2.1: UNDERSTANDING YOUR ROLE AS A NATURAL NUTRITION COACH (10 hours)

This course is an introduction to the world of coaching, and a prerequisite for the coaching series. You will gain an understanding of what coaching is, why the coaching approach is so successful, how it differs from consulting, and what the attributes and characteristics of successful Coaches are. You will explore the core competencies that are necessary for effectively coaching clients and learn about the Scope of Practice and Code of Ethics that every Natural Nutrition Coach must adhere to. A workbook of activities that the student must complete is provided with this course.

NNC 2.2: FACILITATING BEHAVIOUR CHANGE (17 hours)

Change can be hard! How your client learns and processes information can determine their mindset, values, and beliefs, which in turn can affect their readiness for change. In this course, we learn about the process and elements of change, beginning with how our brains are wired to resist change and how we create habits. We discuss establishing a vision, setting SMART goals, and the action steps that build change behaviours. Theories such as Social Cognitive Theory (SCT) and the Stages of Change Model (The Transtheoretical Model) are explored, and examples of assessing your client's readiness for change to facilitate their desired outcome are provided. Various learning activities and tools to reinforce each principle are included in the textbook. Students will have an opportunity to practice these activities in the workbook that accompanies the course.

NNC 2.3: TECHNIQUES FOR COACHING YOUR CLIENTS (15 hours)

In this course, you will learn more about the art of coaching and building rapport with your clients and how to actively listen and use both verbal and nonverbal communication effectively with your clients during a coaching session. You will gain an



understanding of the principles of Motivational Interviewing and how to use OARS skills: open-ended questions, affirmations, reflective listening and summarizing, to establish an open dialogue with clients. Various learning activities and tools are included in the textbook and a workbook of activities that the student must complete is provided with this course.

NNC 2.4: CONDUCTING A COACHING SESSION (10 hours)

This course unites the techniques learned in the three previous courses and provides a framework for designing a personalized coaching program from start to finish. You will learn effective procedures for prequalifying a prospective client, establishing a Coaching Agreement, conducting the initial assessment, creating timelines, assessing progress, and more. Upon completion of this course, you will have the knowledge and tools needed to successfully conduct a Natural Nutrition Coaching session.

NNC 2.5: PRACTICAL APPLICATIONS - COACHING CASE STUDIES (40 hours)

Practical skills development is an important part of the NNC certification program. In addition to five case studies which are submitted for evaluation, students must complete a minimum of three practice coaching sessions. Each coaching session should be at least 20 minutes in length each and can be presented live (via zoom) or submitted as a recording. Each practice coaching session will be assessed by a Health Coach Collaborative faculty member. Students will be evaluated on their ability to implement the core coaching skills and competencies.

BUSINESS COACHING & STRATEGY (Total number of hours: 48)

NNC 3.1: BUSINESS FUNDAMENTALS: INTRODUCTION & WELCOME (0.5 hours)

This in-depth course will teach you how to operate a business to ensure you succeed from the beginning. No guesswork needed! Our unique 3-part business course, known as *The H.U.B. Process*, will help you get your business off to the best start possible. Learn how to consult with clients professionally, know exactly *when* to deliver *what* information, and how to sell the programs you've created.

NNC 3.2: CULTIVATING YOUR BUSINESS: HONING IT IN (17.5 hours)

This course dives into the entrepreneurial mindset: goal setting for business success, various business structures and types, basic accounting and invoicing, pricing your services, and defining your ideal client and niche. Upon completion of this course, you will have a solid foundation for long-term business success.



NNC 3.3: MARKETING: UNLEASH YOUR DESIGN (20 hours)

The key to being successful in business is attracting and retaining clients. In this course, learn how to develop your business marketing strategy and how to produce marketing materials that reflect you and your brand. Additionally, you will learn about sales funnels, creating valuable lead magnets, and building a website.

NNC 3.4: BE BOLD: PRACTICAL APPLICATIONS - BUSINESS CASE STUDIES (10 hours)

Now that you have a strong foundation and your marketing materials are established, it's time to shine! You have identified your unique clients and are ready to work with them. Using the provided business marketing materials, your final assignment is a "mock" run-through of the coaching process. You will also be introduced to social media marketing concepts to help you continue on your marketing journey.

ADMINISTRATION

Enrollment: The NNC Program is online and is completed by the student at their own pace. This learning format allows for ongoing enrollment throughout the year.

Hours: Students have the flexibility to choose their school hours; however, a minimum of 3 hours per week on course work is recommended to complete the Program in a timely fashion.

Case studies: Students are required to complete 2 practice nutrition case studies and 5 live coaching case studies plus submit 3 -20 minute recorded or live coaching sessions which will be evaluated by an HCC Instructor. Each case study will take approximately 8 to 10 hours to complete. (Total: 60-70 hours)

Course Duration: 260 hours

EQUIPMENT, SUPPLIES, RESOURCES AND TEXTBOOKS

- Students must supply their own computer and monitor, laptop or tablet to complete the courses, as well as an internet connection.
- Access to the Program/course materials is provided upon registration.
- All textbooks are supplied by HCC.



- Students are not permitted to re-sell, copy and/or provide HCC materials to other people or other students.
- All course materials were created by and are the intellectual property of MedeXN Fitness Institute and the Health Coach Collaborative.
- No part of any textbook provided in the NNC program may be reproduced in any form without the prior written permission of MedeXN Fitness Institute and the Health Coach Collaborative. To request permission, **email** info@healthcoachcollaborative.ca
- Students may print course materials for personal use only.

ADDITIONAL RECOMMENDED READING (These texts are recommended to enhance your learning and are not mandatory)

Title	Author and Publisher (English)
Staying Healthy with Nutrition	Elson Haas
Digestive Wellness: Strengthen the Immune System and Prevent Disease Through Healthy Digestion	Elizabeth Lipski
Clinically Oriented Anatomy	Moore & Dalley
Human Anatomy & Physiology	Marieb & Hoehn
Introduction to Nutrition and Metabolism	David Bender
The Better Brain	Julia Rutledge, Bonnie Kaplan
Motivational Interviewing in Nutrition and Fitness	Dawn Clifford and Laura Curtis
Food and Nutrition Throughout Life: A Comprehensive Overview of Food and Nutrition in All Stages of Life	Sharon Croxford, Catherine Itsiopoulos, Adrienne Forsyth, Regina Belski, Tania Thodis, Sue Shepherd & Audrey Tierney
The Holistic Nutritionist's Guide to Lawful Practice in Canada	Glenn Rumbell
Motivational Interviewing. Helping People Change, 3 rd Edition	William R. Miller, Stephen Rollnick
You Can Heal Your Life	Louise L. Hay
Tiny Habits	B.J. Fogg
A-Z Guide of to Drug-Herb-Vitamin Interactions	Alan R. Gaby, MD
Eastern Body, Western Mind	Anodea Judith
The End of Food	Thomas Pawlock
The Body Keeps Score	Bessel Van Der Kolk, MD
Prescriptions for Nutritional Healing	Phyllis A. Balch
When the Body Says No	Gabor Mate MD



POLICIES, RULES, AND REGULATIONS

ADMISSION TO CERTIFICATE PROGRAM(S)

Admission may be gained by registering for the chosen Program or courses on www.healthcoachcollaborative.ca. Registrants must have:

- a. A high school diploma or equivalent.
- b. A sincere interest in natural nutrition, coaching, and/or other wellness-related modalities.

PROGRAM PREREQUISITES

Students must have completed the prerequisites for each course as specified in the course outline.

TRANSFER OF CREDITS

- Students who have completed credits at another educational institution may apply for credit transfer prior to enrollment. For transfer credit consideration, a student must submit an application and all transcripts indicating successful completion of relevant coursework. Students may submit a request to info@healthcoachcertificates.com. Students will not be permitted to apply for any transfer credits after they have registered for any course or program.
- At HCC's discretion, a student may also be required to submit additional course information such as a course description and syllabus.
- To be considered for transfer credit, courses must match those offered in the Natural Nutrition Coach Certificate Program. Each transfer course must have its own mark.
- Approval of a transfer credit is at the discretion of HCC.
- All deductions from approved transfer credits will lessen tuition costs by the cost of the course.

CERTIFICATE AND TRANSCRIPTS

- To complete a course, students must submit all the assignments, complete the quiz, and any other assessment tools included in a course.
- In order to complete the HCC Program, students must have an overall average of 80%, submit all required case studies, complete the assignments outlined in the Business Coaching & Strategy courses and pass the final exam with a grade of 80% or above..
- A certificate and transcript of grades will be sent to the student upon completion of all of the Program requirements.



OFFICIAL TRANSCRIPTS

In order to receive a certificate at the end of the program, each student must have attained a minimum of a passing grade in each and every course.

- A transcript will be sent to students, along with their certificate, upon completion of an HCC Program.
- In the event that a student does not meet the standard and fails a course or courses, a student may be given the opportunity to remediate (project, assignment, exam, etc.). A fee may apply.
- Requests for additional official transcripts will be subject to a fee of \$30 CND plus applicable taxes. *No transcript will be issued until all accounts are paid in full.* Please allow up to 10 business days for the processing of all transcript requests.

POLICY FOR TUITION FEES

- To be registered into the NNC program, students must pay the full fee or the fee determined by the payment plan.
- Tuition refunds are as stated previously.
- Students enjoy lifetime access to the course and/or Program(s) as long as fees are paid in full. Those on a payment plan who do not remain in good standing with their payments will lose access to the incomplete parts of the course and/or Program and may be withdrawn for failure to pay default on payment.
- Tuition Payment Plans require a maximum of 6 consecutive equal monthly payments

PAYMENT PLAN

- Payments may be made in full and upfront, or by payment plan. All funds are in CND.
- Students with overdue balances will lose access to their online account. Grades will appear as incomplete (INC) on the student transcript until the account is updated.
- Students will be notified by email if their account is in default. Students will be given up to 14 days to pay the outstanding balance.
- All student accounts must be settled by the end of the program before the student can receive their certificate.
- Sponsored Students: In the event that a student is sponsored by a third-party program, the student, not the third party, is responsible for the total payment of tuition and/or any other fees.



TUITION REFUND/CANCELLATION POLICY

HCC wants students to be happy with the Program and courses; however, if the timing doesn't work or a student is not satisfied with the Program, they will have 30 days from the date of registration to request a refund. After 30 days, refunds will be determined on a case-by-case basis. All withdrawal and refund inquiries should be directed to info@healthcoachcollaborative.ca. The student will be contacted by HCC within 72 hours. Refunds may take 5 to 10 days to be processed.

LEAVE OF ABSENCE/PAUSE IN PAYMENT PLAN

Students wishing to pause their course and/or Program and/or final examination may do so. HCC understands that life happens. Students will have lifetime access to courses that are paid in full.

- For students wishing to pause their payment plan, a \$100 CND. fee will be charged to reinstate the plan.

STUDENT GRADING POLICY

The testing and examination process at HCC is designed to be an integral part of the learning process.

- The passing grade for academic and practical courses, research projects, assignments, quizzes, homework, make-up essays, and educational activities is 80%.
 - If a student achieves less than 80% and thus fails a course, the student will have opportunities to rewrite quizzes, tests, assignments or the final exam. An administrative fee may be applied for certain courses or assignments.
 - Students cannot proceed to the next course until they complete the required assignments and/or quiz.
 - All grades are available for student review. We strongly encourage students to keep track of the grades they receive.
 - HCC utilizes the following grading system:
 - **Pass (P):** A pass grade is given for students who successfully complete a course that is designated by only a pass or fail mark.
 - **Fail (F):** Students who do not complete all required components of a course or who receive a cumulative score of less than 80% in a course will receive a fail for the course.
 - **Incomplete (I):** An Incomplete grade will not be factored into the cumulative grade point average and will remain on the student transcript until all required assignments are satisfactorily completed.



NOTICE OF WITHDRAWAL POLICY

The student who chooses to withdraw from a program must officially notify HCC by emailing info@healthcoachcollaborative.ca. This notice must be entitled "Notice of Withdrawal". The official date of withdrawal noted in the records will be the date of HCC's receipt of the written *Notice of Withdrawal* regardless of the date in the letter.

ACADEMIC OFFENSES

The purpose of the testing procedures at HCC is both to aid in the learning process and to determine in a fair and equitable manner the level of achievement for each student. Cheating and plagiarism undermines both of these goals and seriously compromises our ability to ensure that our graduates are able to meet the responsibilities of professional practice.

1. Cheating includes but is not limited to the following activities:
 - a. Receiving from, or giving academic information or assistance to another student during a test or examination
 - b. Obtaining examination questions, tests, or assignments by any unauthorized means beforehand
2. Plagiarism is presenting someone else's words, ideas or information (including AI) as though they were one's own. Specific offenses include, but are not limited to:
 - a. Submitting work that has been written in full or part by someone else, including information downloaded or copied from a website
 - b. Paraphrasing or summarizing too close to the original wording without proper citation
 - c. Borrowing, selling, purchasing, or lending academic work for submission
3. For any student who knowingly commits an academic offense HCC will give the student a zero on the test, examination or assignment of which the academic offense was committed.
4. If the student commits a second academic offense, HCC will immediately suspend the student until further notice while investigating the offense. If the student is found guilty of a second offense the student will be expelled from the course. HCC will investigate all claims in as fair and as sensitive a manner as possible.



CODE OF ETHICS AND STUDENT CONDUCT POLICY

CODE OF CONDUCT

HCC is committed to taking all reasonable steps to ensure students have the opportunity to complete their programs successfully. HCC expects that all those participating in, employed by, or affiliated with HCC will demonstrate respect for one another.

- Tolerance of human diversity is promoted and enforced at HCC. HCC believes that students, employees and instructors have a duty to promote respect for diversity and human rights and foster a positive community of learners. The HCC community is composed of individuals with varied interests and diverse opinions.
- A student, by voluntarily joining the community, assumes responsibility for abiding by the standards that have been instituted pursuant to our mission, processes, functions, goals, and as expressed in this handbook.
- Students who violate these principles or the rights of others are subject to disciplinary action. Disciplinary actions can range from a warning to suspension or termination from the HCC community and even the program.
- Everyone is expected to contribute to an environment that is safe, professional, and free of intimidation and harassment.
- Undermining the school, instructors, Programs, etc., thereby demoralizing other students, without directly raising these issues for resolutions with appropriate parties will not be tolerated by HCC at any point in time.
- Generating or perpetuating false and/or negative information about HCC, an instructor, or another student will not be tolerated and will result in disciplinary actions. Students are expected to treat their instructors and other students with the utmost respect.

HCC is subject to the laws of Nova Scotia. Libel and slander are a criminal offense. Under no circumstances are students permitted to use defamation towards HCC or any persons associated with HCC, including students, staff, or instructors.

BULLYING AND HARASSMENT

HCC is committed to providing a positive learning environment where the individual differences of all students and staff are valued and respected. HCC does not condone, and will not tolerate, any discrimination or harassing behaviour that undermines the dignity, self-esteem, and productivity of any student or staff member. Verbal abuse, sexual harassment, or stalking of other students, faculty or staff will not be tolerated. A breach of appropriate conduct will result in immediate course cancellation and dismissal from the HCC community, or other disciplinary action if warranted.



COMPLAINT/CONFLICT RESOLUTION

Incidents should be reported to HCC, info@healthcoachcollaborative.ca.

HCC will investigate the complaint within 7 days. HCC is committed to creating a safe and productive learning environment and expects students to act in a mature, professional, respectful, and cooperative manner at all times.

DISCIPLINE AND DISMISSAL PROCEDURES

HCC reserves the right to discipline, suspend or dismiss any student whose conduct is detrimental to the safety and integrity of the learning environment, or a risk to other students, staff, and instructors, or to HCC. The decision to dismiss shall be made by HCC in accordance with HCC procedures and policies. Notification of dismissal will be sent to the student by the HCC.

APPEALING A DISMISSAL

Dismissed students may appeal to HCC for revocation of a dismissal. If a student is planning to appeal for dismissal, the appeal must be submitted to HCC in writing. Petitions will not be accepted unless they are completed by the student. Third parties cannot appeal on behalf of the student.

DEADLINE

The deadline for receipt of the appeal should be no later than ten days after the student receives a dismissal letter.

SCOPE OF PRACTICE

The Scope of Practice sets out standards, limits and conditions related to services offered by an HCC graduate of the Natural Nutrition Coach Certificate Program. A graduate of the Natural Nutrition Coach Certificate Program:

1. Assumes accountability and responsibility in the provision of competent, safe, ethical and professional practice.
2. Recognizes that each person has unique nutritional needs;
3. Understands the meaning of natural nutrition, and as such, promotes a diet of natural, whole, locally grown and organic foods, and sustainable farming practices;
4. Educates clients about the principles of prevention and self-responsibility as fundamental to any successful health care program;
5. Supports their clients to reach their personal wellness objectives;



6. Does not diagnose, does not make claims, and refrains from using words and terms such as diagnose, prevent, treat, cure, and heal;
7. Does not prescribe medication, directly order lab tests, or invasive procedures, as these activities are reserved for licensed health care practitioners;
8. Does not advise clients to stop taking medications prescribed by licensed health care practitioners;
9. Recognizes that supplementation with nutritional supplements and herbs may be helpful. Only supplements with an NPN number should be recommended to clients;
10. Recognizes when it is necessary to refer a client to their primary care physician for treatment and/or diagnosis, or to another health care professional when deemed appropriate;
11. The main services provided by a graduate of the Natural Nutrition Coach Certificate Program are:
 - (a) Document client's goals, needs, and plans;
 - (b) Evaluate client's food choices, preparation and intake;
 - (c) Evaluate client's lifestyle and overall feeling of well-being;
 - (d) Evaluate client's use of dietary supplements;
 - (e) Identify client's nutritional imbalance(s) and lifestyle habits without directly ordering lab tests, as this activity is reserved for licensed health care practitioners;
 - (f) Support the progress of the client's health goals by creating an individualized wellness program, which will include the use of whole, nutrient-dense foods; menu plans; nutritional and herbal supplements; and lifestyle modifications – including the use of non-toxic, environmentally friendly household/personal products;
 - (g) Provide further guidance to the client, if necessary, by explaining food labels, and by offering food preparation techniques and shopping tips;
 - (h) Guide the client in the implementation of a long-term personal health plan, provide education when necessary, and offer ongoing assessments;
 - (i) Monitor the client's personal health plan in order to reinforce participation in the achievement of the health goals;
 - (j) Act as a community educator to the public and to other health care professionals, developing curriculum, preparing manuals, writing articles, publishing books, and teaching;
 - (k) Promote health discussions in schools, workplaces, and community agencies.

CASE STUDIES POLICY

Case studies are practice assessments that provide the experience of working with clients.

- Students should allow up to 10 hours to research and prepare each case study. This includes identifying all the relevant information that is related to the client's main



health concerns and goals, personalized recommendations related to those health concerns/goals, including those for lifestyle, food, and supplement recommendations.

- Case studies may be submitted following completion of the Nutrition and Coaching Modules and up to 2 months following the final exam. No certificates will be issued without the successful completion of the case studies.

PROFESSIONALISM AND NON-DISCRIMINATION

Students are expected at all times to show professionalism, respect, and consideration to clients, supervisors, faculty and staff. Students shall not discriminate against or refuse treatment to clients on the basis of age, sex, religion, race, creed, physical stature, beliefs, etc.

STUDENT LIMITS

Students are obliged to inform clients of the limits of their student practice, so clients do not have false expectations. They must explain that the information provided is not intended to replace medical advice.

PROTOCOLS

Students are obliged to follow the protocols taught in the Natural Nutrition Coach Certificate Program and to work within their scope of practice at all times.

PRIVACY POLICY

This Privacy Policy forms part of and is incorporated into the Terms of Service of the Health Coach Certificates websites.

WHAT INFORMATION WE COLLECT

The types of information that we collect falls under two general categories: personally identifiable information (PII) and non-personally identifiable information (non-PII). PII consists of any information which can be used to specifically identify you as an individual, whereas non-PII consists of aggregate information or any information that does not reveal your identity. The following sections describe how your PII and non-PII are collected by us, and how we use such information.



WHY WE COLLECT YOUR INFORMATION

We collect Personal Information in order to:

- (a) verify your identity;
- (b) enable your use of the website and related services;
- (c) identify your preferences and show you content that is more relevant to you;
- (d) open and manage an account;
- (e) ensure you receive a high standard of service;
- (f) meet regulatory requirements; and
- (g) any other legal reasons as applied to your use of the website and related services.

HOW WE COLLECT AND USE INFORMATION

Log Files. Any time you visit any of our websites, our servers automatically gather information from your browser (such as your IP addresses, browser type, Internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and the number of clicks) to analyze trends, administer the site, prevent fraud, track visitor movement in the aggregate, and gather broad demographic information. For example, we may log your IP address for system administration purposes. IP addresses are logged to track a user's session. This gives us an idea of which parts of our site users are visiting. We do not share the log files externally.

Cookies. We use “cookies” to keep track of some types of information while you are visiting our website or using our services. Cookies are very small files placed on your computer, and they allow us to count the number of visitors to our website and distinguish repeat visitors from new visitors. They also allow us to save user preferences and track user trends. We rely on cookies for the proper operation of our website; therefore, if your browser is set to reject all cookies, the website will not function properly. Users who refuse cookies assume all responsibility for any resulting loss of functionality. We do not link the cookies to any PII.

Web Beacons. “Web beacons” (also known as “clear gifs” and “pixel tags”) are small transparent graphic images that are often used in conjunction with cookies in order to further personalize our website for our users and to collect a limited set of information about our visitors. We may also use web beacons in email communications in order to understand the behavior of our customers. We do not link the web beacons to any PII.

Information About You. When you register or subscribe to any of our services, or complete any online forms through the website, we collect a wide variety of information



about you. Any information provided by yourself in any forms, questionnaires, food diaries, or record sheets will be strictly confidential and only shared with the specific health provider and the client concerned. For content on your public profile, we may display your information to other community members and visitors. You may choose to provide us with your photo(s) or video(s) and by providing us such content, you agree that we may make them available to users of HolisticNutritionHub.ca services. Except as otherwise stated in this privacy statement, we do not disclose your PII to other users of our services.

Purchase Information. To process purchases, we may require your name, address, phone number, email address, and credit card information. Such information is used primarily to process your order or as otherwise described herein.

E-mails and Telephone Calls. We require an e-mail address from you when you register for our services. We use your e-mail for both transactional and promotional (e.g., newsletters, new product offerings, special discounts, event notifications, special third-party offers) purposes. E-mail messages we send you may contain code that enables our database to track your usage of the e-mails, including whether the e-mail was opened and what links (if any) were clicked. We may also contact you by telephone or text message (including to any wireless number you may provide to us) solely in connection with Health Coach Collaborative's services. If you would rather not receive telephone calls or text messages from us, you may change or delete your number from your account profile page(s), or ask to be removed from our contact list if you receive a call or text message from us. We fully comply with the requirements of Canada's Anti-Spam Legislation (CASL).

Demographic Data. Demographic data is also collected at our site. We use this data to tailor our visitors' experience at our site, showing them content that we think they might be interested in, and displaying the content according to their preferences. Some of this information may be shared with advertisers on a non-personally identifiable basis.

Online Survey Data. We may periodically conduct voluntary member surveys. We encourage our members to participate in such surveys because they provide us with important information regarding the improvement of our services. You may also volunteer for certain surveys that we may offer to our users, and any additional rules regarding the conduct of such surveys will be disclosed to you prior to your participation. We do not link the survey responses to any PII, and all responses are anonymous.

Use for Research. In addition to the uses outlined above, by using our site, you agree to allow us to anonymously use the information from you and your experiences to continue



our research into successful exercise programming. This research, conducted by nutrition professionals and healthcare research scientists, may be published in academic journals. However, all of your responses will be kept anonymous, and no PII will be published.

USE, DISCLOSURE, AND CONSENT

We will not use or disclose your PII to anyone except as described in this Privacy Policy.

Except as specified below, we will obtain your express or implied consent to collect, use or disclose your information. You can provide consent orally, in writing, electronically, or through an authorized representative.

You provide us with implied consent where our purpose for collecting, using or disclosing your information would be considered obvious or reasonable in the circumstances, for example, to complete a transaction or verify your credit card.

We will not sell your information to other parties without your explicit or implied consent. We retain your information for the time necessary to fulfill the identified purposes or a legal or business purpose.

DISCLOSURE OF YOUR INFORMATION TO THIRD PARTIES

Disclosure By Law. You acknowledge and agree that we may disclose information you provide if required to do so by law, at the request of a third party, or if we, in our sole discretion, believe that disclosure is reasonable to (1) comply with the law, requests or orders from law enforcement, or any legal process (whether or not such disclosure is required by applicable law); (2) protect or defend Health Coach Collaboratives', or a third party's, rights or property; or (3) protect someone's health or safety; or (4) collect a debt or protect Health Coach Collaborative or another from fraud..

Disclosure to Trusted Third Parties by Us. We may share your non-PII with third parties, but not in a manner that would reveal your identity. We may share your PII, sometimes in conjunction with your non-PII, with service providers that may be associated with us to perform functions on our behalf. For example, outsourced customer care agents or technology assistants may need access to your information to perform services for you. Your information will be treated as private and confidential by such service providers and not used for any other purpose than we authorize.



Information Transferred as a Result of Sale of Business. As we develop our business, we may buy or sell assets and, depending on the transaction, your PII may be one of the transferred assets. In the event that we are acquired by another company, your PII may be part of the assets transferred to the acquiring party. If this occurs, you will be notified if there are any material changes to the way your PII is collected or used.

SECURITY

We are committed to ensuring the security of your information and may use passwords, encryption, firewalls, restricted employee access, or other methods, at our discretion. We will use appropriate security measures when destroying your information such as shredding documents or deleting electronically stored information, at our discretion.

While we strive to use commercially acceptable means to protect your personal information, you acknowledge and agree that no method of transmission over the Internet, or method of electronic storage is 100% secure. We make no guarantee as to the absolute security of your information.

LINKS TO OTHER SITES

Our website may contain links to other sites that are not operated by Health Coach Collaborative or its subsidiaries or affiliates. We strongly advise you to review the privacy policy of every site you visit. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

ACCEPTANCE OF PRIVACY STATEMENT

Your use of our website(s), including any dispute concerning privacy, is subject to this privacy statement and the applicable Terms and Conditions of Service. BY USING OUR WEBSITE, YOU ARE ACCEPTING THE PRACTICES SET OUT IN THIS PRIVACY STATEMENT AND THE APPLICABLE TERMS AND CONDITIONS OF SERVICE.

If we decide to change our privacy policy, we will post those changes to this privacy statement page and any other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances if any, we disclose it. We reserve the right to modify this privacy statement at any time, so please review it frequently. If we make material changes to this policy, we will notify you here,



or by other means, such as e-mail, at our discretion. Your continued use of any portion of our website following the posting of the updated privacy statement will constitute your acceptance of the changes.

HCC POLICY AND PROCEDURE CHANGES AND REVISIONS

The policies, procedures, rules, and regulations outlined in this Handbook are in effect as of the date of publication.

HCC reserves the right to revise and/or change these policies, procedures, rules, and regulations either individually or collectively, at any time when it deems such revision to be in the best interest of HCC and its students. Programs are under constant review and revision and as such programs often experience change and modification as deemed appropriate by HCC.

All such revisions and/or changes to policies, procedures, rules and regulations, either individually or collectively, supersede those outlined in this Handbook.

