

Health and Wellness Coaches (Health Educators)

Labor Market Analysis: San Diego County

November 2018

There is limited labor market information for the occupational title, “Health and Wellness Coaches.” The next most relevant occupational title, “Fitness and Wellness Coordinators,” also generated no labor market data. As a result, the more general occupation, “Health Educators,” is used throughout this brief. There is a small labor market demand in San Diego County for *Health Educators*, with 75 annual job openings. (For comparison, the average regional demand for an occupation is 275 job openings.) Additionally, there are more than 100 online certification programs related to *Health and Wellness Coaches*. A list of those online options is provided at the end of this study. This brief, however, does not validate the quality of those training programs.

The following list summarizes findings from the labor market analysis for *Health Educators*:

- *Health Educators* are projected to increase by 75 jobs or 13 percent.
- Employers in San Diego County will need to hire 87 workers annually to fill new jobs and backfill jobs due to attrition such as retirement or turnover.
- Between 2010 and 2017, there was an average of 227 online job postings per year for *Health Educators* in San Diego County.
- The ACE certification appeared in 63 online job postings for Personal Trainer, Group Fitness Instructor, Health Coach and Medical Exercise Specialist. No online job postings listed the International Consortium for Health & Wellness Coaching (ICHWC) certificate; however, this may be due to the fact that the ICHWC was recently launched in September 2017.
- *Health Educators* earn median hourly earnings of \$20.15; this is more than the Self-Sufficiency Standard for a single adult in San Diego County, which is \$15.99 per hour.
- There is one Taxonomy of Programs (TOP) code related to this occupation: Coaching (083650). However, no colleges reported awards or programs for Coaching (083650).
- There are five Classification of Instructional Programs (CIP) codes related to this occupation: CIP 44.0000 – Health Services, General, 51.2210 – International Public Health/ International Health, 51.0001 – Health and Wellness, General, 09.0905 – Health Communication and 51.2207 – Public Health Education and Promotion.

- Between January 1, 2015 and December 31, 2017, the top five employers in San Diego County for *Health Educators* were Sharp Healthcare, Scripps Health, Providence Health & Services, Vista Community Clinic and University of California San Diego Health System.
- The typical entry-level education is a bachelor's degree.

Introduction

This report provides labor market information in San Diego County for *Health and Wellness Coaches*. Depending on the company, *Health and Wellness Coaches* may have other titles, such as Health Coach, Wellness Coach or Holistic Health Counselor.

To determine the supply and demand for *Health and Wellness Coaches*, two Standard Occupational Classification (SOC)¹ codes were considered. *Fitness and Wellness Coordinators* (SOC 11-9039.02) and *Health Educators* (SOC 21-1091). *Fitness and Wellness Coordinators* had insufficient data for job demand, online job postings, earnings, program supply (awards), and employers. For this reason, *Health Educators* is analyzed in this brief.

There are a variety of certificates offered for *Health and Wellness Coaches*. With more than 100 online certificate providers for this occupation, it is difficult to determine the quality of each certification. Refer to Appendix A at the end of the brief for more information on online certifications for *Health and Wellness Coaches* in San Diego County and their respective costs.

This report provides labor market information in San Diego County for the following occupational code in the SOC system:

Health Educators (SOC 21-1091): Provide and manage health education programs that help individuals, families, and their communities maximize and maintain healthy lifestyles. Collect and analyze data to identify community needs prior to planning, implementing, monitoring, and evaluating programs designed to encourage healthy lifestyles, policies, and environments. May serve as resource to assist individuals, other health professionals, or the community, and may administer fiscal resources for health education programs. Sample reported job titles include:

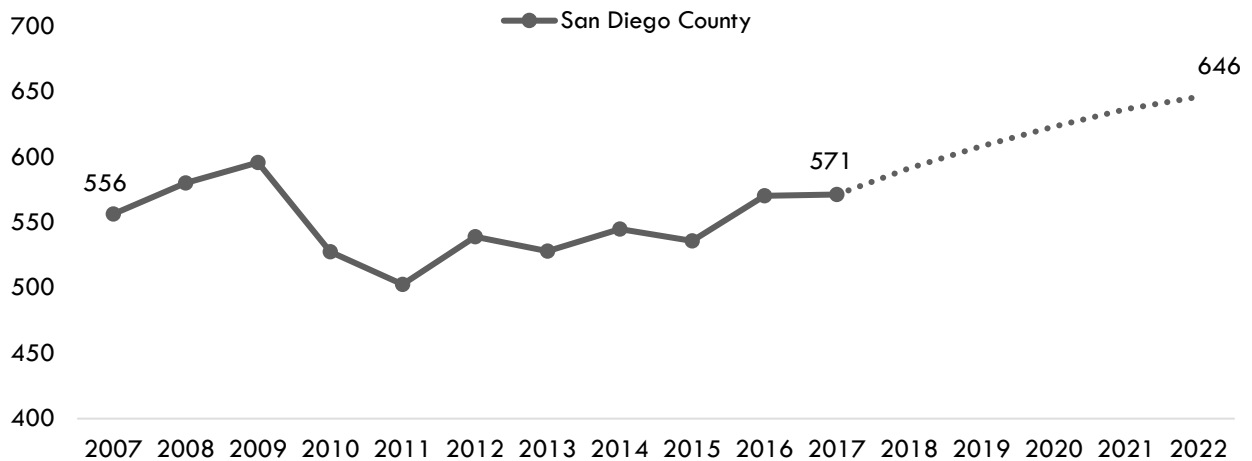
¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. bls.gov/soc.

- Public Health Educator
- Lactation Consultant
- Health Promotion Specialist
- Community Health Educator
- Community Health Education Coordinator
- Certified Diabetes Educator
- Tobacco Prevention Health Educator
- Tobacco Educator
- Risk Reduction Counselor

Projected Occupational Demand

Between 2017 and 2022, *Health Educators* are projected to increase by 75 jobs or 13 percent (Exhibit 1). Employers in San Diego County will need to hire 87 workers annually to fill new jobs and backfill jobs due to attrition such as retirement or turnover.

Exhibit 1: Number of Jobs for Health Educators (2007-2022)²



Online Job Postings

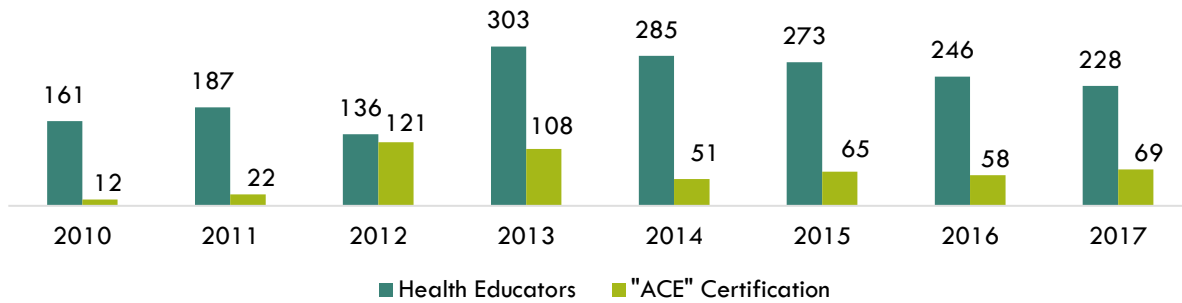
Between 2010 and 2017, there was an average of 227 online job postings per year for *Health Educators* in San Diego County. There was an average of 63 online job postings per year in San Diego County that included the *American Council on Exercise* (ACE) certification (Exhibit 2). The ACE certification appeared in online job postings for Personal Trainer, Group Fitness Instructor, Health Coach and Medical Exercise Specialist.³ No online job postings listed the International Consortium for Health & Wellness Coaching (ICHWC) certificate; however, this may be due to the fact that the ICHWC was recently launched in September 2017 by the National Board Certification for Health & Wellness Coaching (NBC-HWC). To

² Economic Modeling Specialists, Int'l. (EMS). San Diego (6073). 2018.03 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2007-2022.

³ American Council on Exercise certification types. acefitness.org/fitness-certifications/default.aspx.

become National Board Certified Health & Wellness Coaches, individuals must pass the Health & Wellness Certifying Examination.⁴

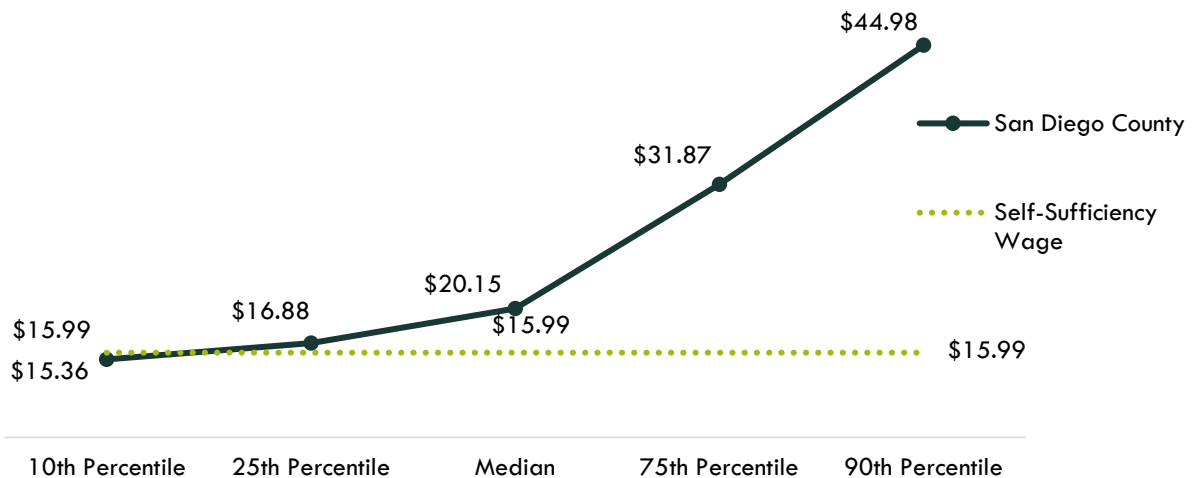
Exhibit 2: Number of Online Job Postings for Health Educators in San Diego County (2010-2017)⁵



Earnings

Health Educators earn median hourly earnings of **\$20.15**; this is more than the Self-Sufficiency Standard for a single adult in San Diego County, which is **\$15.99** per hour (Exhibit 3).⁶

Exhibit 3: Hourly Earnings for Health Educators in San Diego County⁷



⁴ About International Consortium for Health & Wellness Coaching. ichwc.org

⁵ Labor Insight Jobs. Burning Glass Technologies. San Diego, CA. Full years 2010-2017.

⁶ The self-sufficiency wage in San Diego for one adult is \$15.99. insightccd.org/2018-self-sufficiency-standard.

⁷ EMSI. San Diego (6073). 2018.03 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2017-2022.

Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.⁸ There is one TOP code related to this occupation: Coaching (083650). However, no colleges reported awards or programs for Coaching (083650).

There are **five** CIP codes related to this occupation: 44.0000 – Health Services, General, 51.2210 – International Public Health/ International Health, 51.0001 – Health and Wellness, General, 09.0905 – Health Communication and 51.2207 – Public Health Education and Promotion (Exhibit 4).

Exhibit 4: Related CIP Codes in San Diego County

SOC 21-1091: Health Educators

CIP 44.0000 Health Services, General

CIP 51.2210 International Public Health/ International Health

CIP 51.0001 Health and Wellness, General

CIP 09.0905 Health Communication

CIP 51.2207 Public Health Education and Promotion

According to CIP data, these five CIP programs provide awards for multiple occupations, therefore, their awards are not analyzed in this brief.

Demand vs. Supply

A complete labor market demand and supply analysis could not be completed for this report due to insufficient data.

Student Outcomes

There are no student outcomes data available in the CTE LaunchBoard for this occupation due to insufficient data in related TOP codes such as Coaching (083650).

⁸ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

Top Employers and Work Locations

Between January 1, 2015 and December 31, 2017, the top five employers in San Diego County for this occupation were Sharp Healthcare, Scripps Health, Providence Health & Services, Vista Community Clinic and University of California San Diego Health System (Exhibit 5).

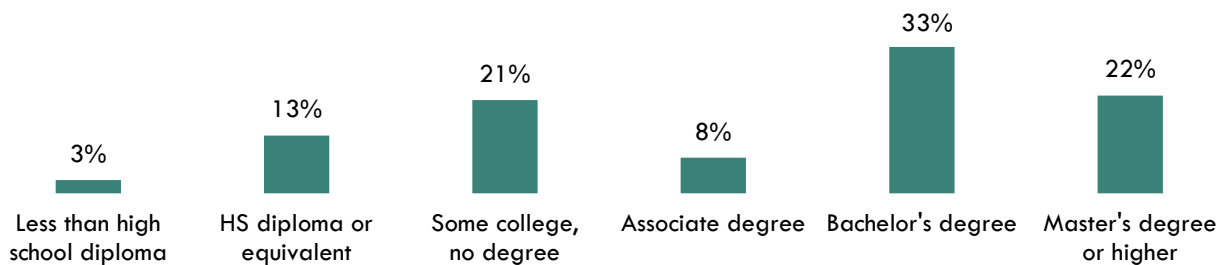
Exhibit 5: Top Employers in San Diego County for Health Educators

Top Employers	
<ul style="list-style-type: none"> • Sharp Healthcare • Scripps Health • Providence Health & Services • Vista Community Clinic • University of California San Diego Health System 	<ul style="list-style-type: none"> • Kaiser Permanente • US Air Force • Wainer Fitness • Palomar Health • Lululemon Athletica

Skills, Education and Certifications

Exhibit 6 indicates the educational attainment for the occupation found currently in the national labor force. There is no typical on-the-job training for this occupation. The typical entry-level education is a bachelor's degree.⁹

Exhibit 6: National Educational Attainment of Health Educators¹⁰



*May not add to 100% due to rounding.

Exhibit 7 lists the top specialized, soft and software skills that appeared in online job postings between January 1, 2015 and December 31, 2017.

⁹ EMSI. San Diego (6073). 2018.03 Class of Worker. QCEW + Non-QCEW + Self-Employed. 2017-2022.

¹⁰ Bureau of Labor Statistics, Educational attainment for workers 25 years and older by detailed occupation. bls.gov/emp/ep_table_111.htm.

Exhibit 7: Top Skills for Health Educators in San Diego County¹¹

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Teaching • Patient Care • Health Education • Diabetes Diagnosis / Treatment • Customer Contact 	<ul style="list-style-type: none"> • Communication Skills • English • Computer Literacy • Bilingual • Research 	<ul style="list-style-type: none"> • Microsoft Excel • Microsoft PowerPoint • Microsoft Word • Microsoft Access • Word Processing

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Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor’s Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.

¹¹ Labor Insight Jobs. Burning Glass Technologies. San Diego, CA. Full years 2015-2017.

Appendix A: Online Certifications, Cost, and Website

Of the online training providers for *Health and Wellness Coaches*, the following table lists the online provider, cost, and website used to determine the cost. Providers with “*” in the “Cost” column have no cost available on the company’s website. Two databases are listed below with nearly 50 extra online providers for the occupation each. These databases may include duplicates from Appendix A.

IDEA Health and Fitness Association

<http://www.ideafit.com/certifications/life-coaching?page=0>

International Consortium for Health & Wellness Coaching

<https://ichwc.org/approved-programs/>

Online Certifications	Cost	Site
American Fitness Professionals & Associates (AFPA)	\$549	https://bit.ly/2QHDxHw
American Council on Exercise (ACE)	\$549	https://bit.ly/2zMXoz8
Spencer Institute	\$379	https://bit.ly/2prXhCM
International Consortium for Health & Wellness Coaching (ICHWC)	*	https://ichwc.org/
Udemy	\$11	https://bit.ly/2t2mK7V
MentorCoach	*	https://bit.ly/2PRIA76
International Association of Wellness Professionals	*	https://bit.ly/2Nvaxor
iPEC	*	https://bit.ly/2NZYq28
Wellcoaches	*	https://bit.ly/2NUgieX
NETA	\$349	https://bit.ly/2PRS3eA
Catalyst Coaching Institute	\$1,992	https://bit.ly/2xyE31Q
National Career Certification Board (NCCB)	\$175	https://bit.ly/2xCfeSE
National Society of Health Coaches	\$485	https://bit.ly/2xBXFC7
Institute for Wellness Education	\$595	https://bit.ly/2prYKZQ
National Board of Medical Examiners	\$350	https://bit.ly/2ppLR2d
Kinesiology Institute for Performance Specialists (KIPS)	\$250	https://bit.ly/2QNamTA
IAP Career College	\$97	https://bit.ly/2ppMpFj
Real Balance	\$500	https://bit.ly/2QHKB70
Havana Wellness Studio	\$1,897	https://bit.ly/2PTAwCL
Well People	\$1,495	https://bit.ly/2xDHi8i