



PREKURETM

Social Impact Report

2023 | [PREKURE.COM](https://www.prekure.com)

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EXECUTIVE SUMMARY

| Organisational Overview

The global burden of chronic disease is one of humanity's greatest challenges. Here at PREKURE, we believe that this challenge will never be solved by governments alone. We believe that we need to work together to build a world where business works in support of extending the human health span.

PREKURE is transforming health and medicine, upskilling health professionals and the sub-clinical workforce, and training and certifying health coaches, while offering preventive programs to tackle chronic diseases. Our solution is to redirect the focus from symptom treatment to prevention, targeting the root causes of poor physical and mental health.

| Report Snapshot

This Social Impact Report encapsulates PREKURE's contributions to the United Nations Sustainable Development Goals (SDGs), detailing the successes, challenges, and future plans of our organisation. Our focus on 'Good Health and Well-being' (Goal 3), 'Quality Education' (Goal 4), and 'Reduced Inequalities' (Goal 10) are at the heart of everything we do.

| Impact Highlights

PREKURE's endeavours have made significant inroads into preventing chronic diseases, reducing premature mortality, and advancing health and well-being. Our education and training initiatives align with Goal 4, providing comprehensive, quality education in the field of preventative lifestyle medicine.

To reduce inequalities (Goal 10), we've developed strategic partnerships with organisations such as Kahurangi Executive, MahiTahi Hauroa, The Fono, and Pasifika Medical Association. These partnerships have facilitated culturally-tailored Health Coach and Mental Wellbeing Training, catering to the unique needs of Māori and Pacific communities.

Our dedication to fostering an inclusive and respectful environment is reflected in our efforts to integrate culturally-responsive content resonating with the principles of Te Tiriti o Waitangi. Our commitment to accessibility enables us to bridge the health information gap, making educational resources and courses available to all, regardless of socioeconomic status or location.

| PREKURE's Theory of Change

The input-activity-output-outcome-impact model outlines our approach to mitigating the global chronic disease burden. As of 2023, we've upskilled 1503 Health Professionals and trained 371 Health Coaches. We've provided 12,998 free behaviour change programs valued at \$1,286,802, and established seven key partnerships aimed at reducing health inequalities in Aotearoa.

Our efforts have yielded tangible improvements in health parameters such as HbA1C, weight, waist circumference, BMI, and systolic blood pressure, demonstrating the effectiveness of our preventive approach.

| Key Partnerships and Stakeholders

One standout partnership has been with the Pasifika Medical Association (PMA), which has allowed us to train Health and Mental Health Coaches since 2021. Through this collaboration, we've blended Pacific ways of knowing, doing and being with evidence-based practice to improve the well-being and prosperity of the Pacific aiga (community).

PREKURE is steadfastly committed to transforming health outcomes, reducing inequalities, and heralding a shift from a deficit and medication-first approach to a positive lifestyle-first approach. We are unwavering in our dedication to continue this crucial work and strive towards better health for all.

KIA ORA

Welcome to the world of PREKURE, a place where our vision is not just about living longer, but living healthier, more fulfilling lives.



We're striving for a future where our golden years are marked by good health and activity, where we continue to enjoy our life's passions surrounded by our loved ones.

Based in Aotearoa New Zealand (NZ) and Australia, PREKURE is making a substantial impact in health and medicine. Our efforts are focused on training health professionals, developing the skills of the subclinical workforce, and designing health programmes with a strong emphasis on prevention and reversal of chronic diseases such as type 2 diabetes (T2D), cancer and heart disease.

Thanks to your unwavering support, and our growing army of rigorously trained Health Coaches, Metabolic Coaches and Mental Health Coaches we've made a positive impact on the lives of thousands. These are individuals who are actively improving their health and wellbeing. They're applying our guidance, delivered using foundational coaching skills that are rooted in the latest scientific discoveries around nutrition, exercise, and mind-body connection, to slow, halt, and often reverse chronic disease.

This report is our way of sharing the journey we've embarked upon, demonstrating the real-world impact of our work, and acknowledging you, our supporters. Your belief in our mission has made all the difference.

Here at PREKURE, we offer transformative university-level training in preventative lifestyle medicine. With four study pathways – Certified Health Coach, Metabolic Coach, Mental Health Coach, and Master Coach – we're equipping our learners with a holistic skill set that can help others prevent, manage, and reverse chronic lifestyle diseases and mental health issues.

Despite the many success stories, there's still a long way to go in changing the healthcare landscape. But we're not alone - we've got you on this journey with us. We invite you to spread the word about PREKURE's preventative lifestyle medicine movement.

Nga mihi nui,

A handwritten signature in black ink that reads "Louise Schofield". The script is fluid and cursive, with the first name "Louise" written in a larger, more prominent hand than the last name "Schofield".

Louise Schofield (PhD)
Founder & CEO

EVERY 'HEALTH SYSTEM' IN
THE WORLD IS CURRENTLY
BEING CRUSHED BY THE
BURDEN OF LIFESTYLE
DISEASE.

#OverFed&UnderNourished
#SicknessSystem

PURPOSE, VISION & VALUES

PREKURE® is a social enterprise that exists to inspire a change in medicine to be more focused on prevention.

Our purpose

We will extend the human health span. Helping humanity die young... as old as possible.

Our vision

To prevent chronic disease and extend the human health span by educating people about the science behind the medicine and empowering sustainable behaviour change through the power of coaching. We believe that empowering people to prescribe lifestyle changes for themselves to prevent chronic disease is the future of medicine. Certified Health Coaches who are trained in the latest preventative lifestyle medicine and transformational coaching skills are key to helping people make the lasting behavioural changes needed. We believe that together, lifestyle medicine and health coaches are the missing link in the healthcare system.

Our values



WE
CARE



WE ARE ALL
ABOUT SCIENCE
& EVIDENCE



WE DELIVER
OUTCOMES



WE EMBRACE
CHANGE &
PROGRESS

The **big issues** in healthcare

| Living Longer, Not Better

On average, around 20% of our lives will be spent with a disability – a functional limitation that requires assistance. The average life expectancy in the world's developed countries is around 80 years for men and 83 years for women. However, 'healthy life expectancy' is significantly lower, at 65 and 67 years respectively. Although we are living longer than our predecessors, we are spending proportionally less of our lives in good health.

| Unhealthy Behaviours Fuel Disease

Poor lifestyle choices are behind 71% of all deaths worldwide due to non-communicable diseases; rising obesity (tripling since 1975, with 39% of adults overweight and 13% obese), increasing cancer cases (predicted to rise by 47% from 2020 to 2040), surging type 2 diabetes prevalence (expected to affect 578 million people by 2030) and escalating dementia cases (expected to nearly triple to 152 million by 2050).

| The supply-side shortage: A straining healthcare system

Our hospitals are full of patients in need of a cure, however, there simply are not enough healthcare professionals to care for the growing need. The healthcare workforce is under-resourced, over-stressed and burnt out. In the coming years, this shortage of doctors, nurses, and psychologists will only continue to grow.

| An unequipped workforce

Health and medical professionals are not adequately trained in the latest scientifically proven lifestyle interventions. For example, clinicians today are still working with outdated nutritional knowledge. Nor do they have the time to implement the critical behaviour change needed for their patient's to achieve sustainable results.

| The Glaring Gap: Demand-side solutions

Only 2-3% of worldwide healthcare spending goes towards stopping health problems before they start. There is no fence at the top of the cliff, only a triage den at the bottom. Until we teach people how to keep themselves well we will never effectively reduce the burden of chronic disease drowning our healthcare systems.

How PREKURE is working towards the United Nations Sustainable Development Goals (SDGs).

PREKURE's mission and activities are in direct alignment with several of the United Nations' Sustainable Development Goals (SDGs) – an ambitious global agenda set in 2015 for 2030. These goals encourage all nations to strive towards prosperity while protecting the environment, and they address various areas of social, economic, and environmental development. The relevance of PREKURE's work is particularly noticeable in Goals 3, 4, and 10.

| Goal 3, 'Good Health and Well-being'

PREKURE's commitment to preventing chronic diseases through lifestyle modifications is pivotal. Our concentration on preventative lifestyle medicine matches the objective of reducing premature mortality from non-communicable diseases. By advocating for nutritious diets, regular physical activity, and overall healthier lifestyle habits, we aid in managing and preventing chronic diseases, thus enhancing health and well-being.

| Goal 4, 'Quality Education'

PREKURE plays an essential role as a health education and training provider. The comprehensive courses and programmes we offer contribute to providing quality education in the field of preventative lifestyle medicine. By fostering these educational initiatives, we empower individuals with the necessary knowledge and skills to make informed decisions about their health, aligning directly with this SDG.

| Goal 10, 'Reduced Inequalities'

In alignment with the United Nations' Sustainable Development Goal 10, 'Reduced Inequalities', PREKURE is committed to reducing health disparities through strategic partnerships and a focus on accessibility. Our collaborations with Kahurangi Executive, MahiTahi Hauroa, The Fono, and Pasifika Medical Association enable us to offer culturally-tailored Health Coach and Mental Wellbeing Training, thereby supporting the unique needs of Māori and Pacific communities in Aotearoa New Zealand and Australia.

Through this model, we honour the rich cultural heritage of our learners, integrating culturally-responsive pedagogies and content that resonates with the principles of Te Tiriti o Waitangi: partnership, participation, and protection. This approach not only enriches our programmes but also fosters an environment of inclusivity and respect.

Moreover, we are deeply committed to accessibility, bridging the health information gap by ensuring our educational resources and courses are available to everyone, regardless of their socioeconomic status or geographical location. This commitment is manifested in our provision of online courses and resources, empowering diverse communities to take ownership of their health.

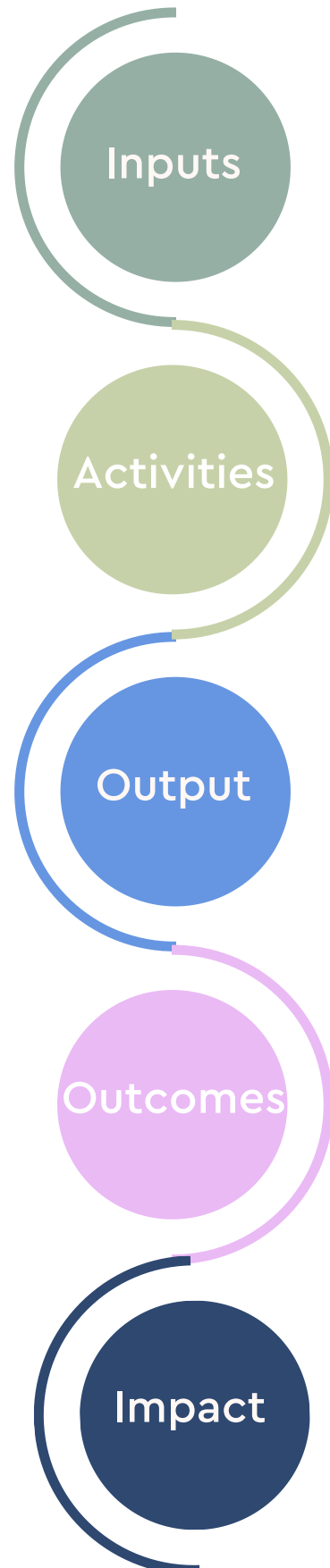


PREKURE'S 'THEORY OF CHANGE'

The global burden of chronic disease is one of humanity's greatest challenges.

Here at PREKURE, we believe that this challenge will never be solved by governments alone, we believe that we need to work together to build a world where business and profit work in support of extending the human health span.

We can do well by doing good and here is how we plan to achieve this:



| 1. Inputs

- a. Human – PREKURE team, faculty, community.
- b. Financial – Bootstrapped, founder \$\$, revenue from courses.
- c. Assets – IP, Courses, certificates and training programs, training program formats.
- d. Network – corporate partnerships.



| 2. Activities

- a. Up-skill Health Professionals.
- b. Train and certify Health Coaches and Mental Health Coaches.
 - i. General public
 - ii. Partnerships
- c. Deliver behaviour change programs to consumers.
- d. Advocating for and building the profession of the sub-clinical health workforce.
- e. Maintain an active network of graduates who are change-makers and health activists.
- f. Social change movement in medicine – delivering inspiring events like **The Future of Medicine.**



| 3. Output (2018 - 2023)

- a. 1,503 Health Professionals up-skilled.
- b. 371 Health Coaches trained.
- c. 12,998 and \$1,286,802 of FREE behaviour change programs.
- d. 7 key partnerships that support us to reduce health inequalities in Aotearoa.
- e. One 'Future of Medicine' inspiring event delivered in 2022.



| 4. Outcomes

- a. Awareness and level of impact within the medicine and healthcare community.
- b. Shift in preventative lifestyle medicine and behaviour change skills of health professionals.
- c. Awareness and uptake of lifestyle first approach within the general public.
- d. Increased number of culturally aware and technically competent Māori, Pasifika and Indigenous community and health workers.



| 5. Impact

- a. Transformation to a new approach to medicine from a deficit and medication-first approach to a positive lifestyle-first approach.
- b. Reduced inequality in health outcomes.
- c. Improved health and wellbeing for all.

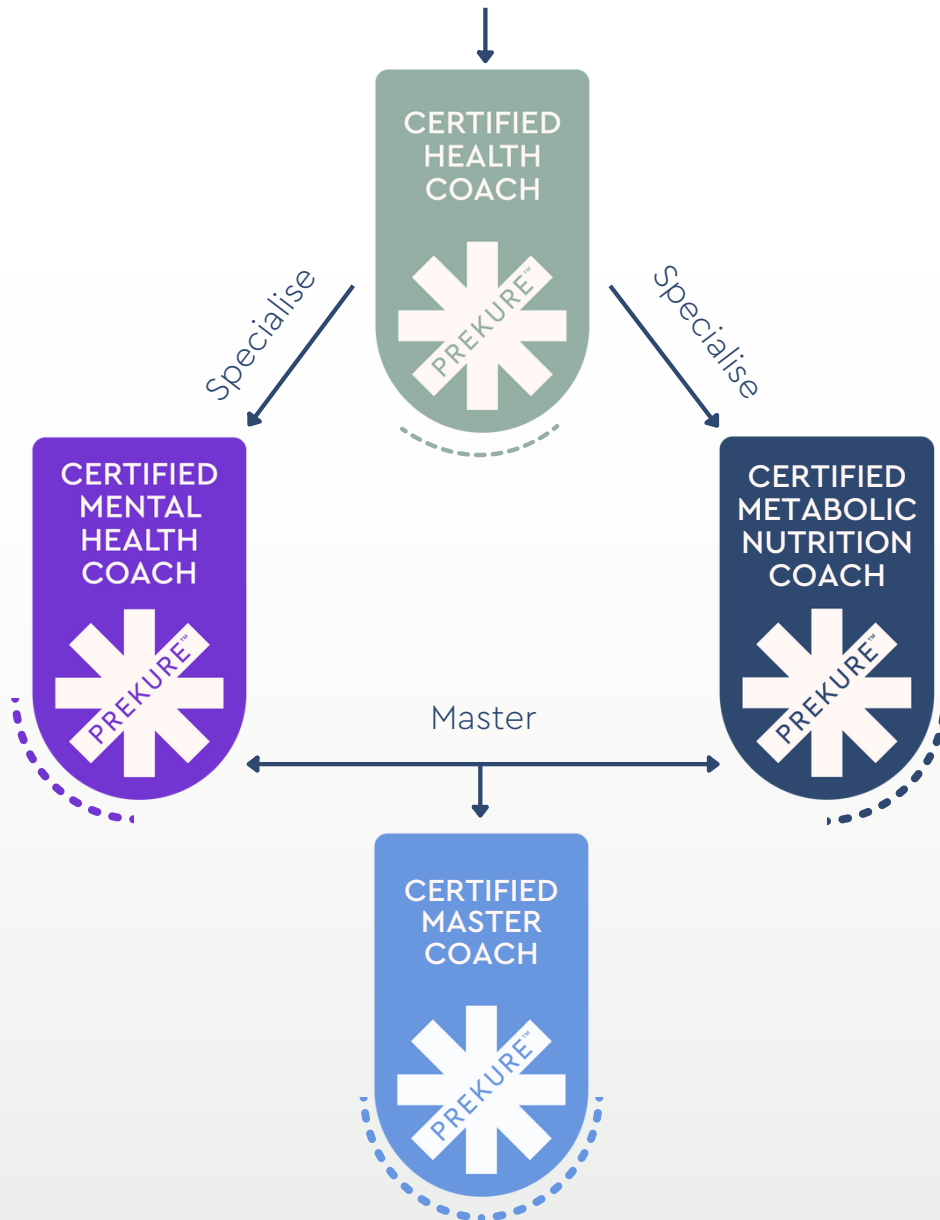


THE WORK WE DO: An Overview

PREKURE delivers transformative university-level training in preventative lifestyle medicine.

We offer a cutting-edge curriculum that allows health professionals and the subclinical workforce to up-skill in the latest scientific health knowledge and behaviour change practices.

| We offer 4 study pathways



| Our Training

Our training equips learners with tools to help others to prevent, manage, and reverse chronic lifestyle diseases and mental health issues. Covering areas such as metabolic health, nutrition, exercise, stress management, behaviour change, health coaching, and mental wellbeing, our programs promote a holistic view of health.

PREKURE Diabetes Programme

The prevalence of type 2 diabetes (T2D) is astounding and continues to grow in NZ with an alarming 253,480 people affected in 2018, with Māori and Pacific populations disproportionately affected [1, 2].

T2D is the leading risk factor for several non-communicable diseases including cardiovascular disease [3], cerebrovascular disease [4], selected cancers [5], and dementia [6]. The mortality, morbidity, and economic burden of T2D is significant in NZ and globally [7]. It has long been believed that this non-communicable disease is irreversible; however, recent advances in lifestyle medicine, particularly regarding whole food carbohydrate-restricted diets, suggest that this is not the case, and that T2D can, in fact, be reversed [10,11,12]. There is increasing evidence and first-line treatment recommendations that lifestyle medicine, including dietary changes, is efficacious in managing, even resolving T2D as a first-line prescription [8, 9].

The PREKURE Diabetes program is all about blood sugar control combined with the support needed to see lasting results. For those who are prediabetic or type 2 diabetic, the PREKURE Diabetes approach will help to lower blood sugar, lose weight if needed and reduce the need for some medications, including insulin.

PREKURE's Diabetes program is similar to the highly successful Virta protocol that demonstrated at 12 months, 63% achieved remission of their T2D. Remission is defined by the elimination of diabetes-specific medications.

The PREKURE Diabetes programme provides hope.

Hope for reversal. Hope for improved quality of life. Hope for a reduced economic burden on the system. Hope to see the next generation grow old.



I am a registered nurse working in diabetes primary health care. The health coaching certification is helping me enormously with tools to better help my patients work towards behaviour change. - Alison, Diabetes Nurse & Health Coach Graduate

PREKURE Healthy Habits Programme

Poor lifestyle choices are behind 71% of all deaths worldwide due to non-communicable diseases; rising obesity (tripling since 1975, with 39% of adults overweight and 13% obese), increasing cancer cases (predicted to rise by 47% from 2020 to 2040), **surging T2D prevalence** (expected to affect 578 million people by 2030) and escalating dementia cases (expected to nearly triple to 152 million by 2050).

Healthy Habits is a **21-day behaviour change programme** that aims to stop these unhealthy behaviours in their tracks. PREKURE runs this programme annually for free (RRP \$99.00) to increase equitable access to the knowledge, tools and skills to halt and reverse chronic disease.

Over the course of 21 days, individuals select and follow an **eating guide**, **exercise**, **improve their sleep habits**, **reduce their stress** and **improve their mental health** by connecting with friends and family.

The programme is all about being focused and disciplined for a short period of time, with the goal of giving their wellbeing a boost using preventative lifestyle medicine tools and behaviour change strategies. Healthy Habits is designed to help people make that first step to reversing key health markers to improve quality of life.

“

I would like to reiterate how valuable these short courses are. In 2019 I participated in my first one and for me it has showed me how to make massive changes to my lifestyle. My only wish is that I had known about this years earlier. LCHF lifestyle for me!!!! Keep up the great work PREKURE. So grateful that this is available to those who can't afford any extra dollars out of their budget, health is for everyone, not just the rich. Thank you for your contribution to New Zealand and the world.

~ Healthy Habits 2022 Participant

“PREKURE offers the highest quality lifestyle change programs that I have ever come across. I am in a state of transformation because of PREKURE's 21-day Challenge and I have enjoyed every single moment. Words cannot express my sincere gratitude. Thank you so very much.

~ Healthy Habits 2022 Participant

“My life has been transformed through this challenge. I had an awakening during week 3 where I realised that I don't need to feel turmoil anymore. My eating had been a significant contributor to the turmoil I experienced and I now realise that the turmoil I carried wasn't mine to own. I love my new habits and have cancelled my appointment to meet with a bariatric surgeon next month. Thank you thank you thank you! My health is restored and I am so excited about what I will achieve moving forward. I am deeply humbled and grateful.

~ Healthy Habits 2022 Participant

Each year, thousands of people sign up and experience life-changing results. Healthy Habits acts as the doorway for many into the world of lifestyle medicine and once they pass the precipice there's no turning back.



PREKURE Mental Wellbeing Programme

It is estimated that 1 in 10 globally, and 1 in 5 in most Western countries, suffer from some form of mental health disorder. Yet for many, *the health system offers little help*. How is it possible that at a time in human history when we have more wealth, more knowledge and more tools than ever before, we are failing to meet the needs of so many people?

On average, it takes approximately 10 years for individuals to obtain treatment for *mental health disorders like depression and anxiety* after the initial onset of symptoms and a shocking 2 in 3 people will never receive adequate care. In developed countries like NZ and Australia, there simply are not enough trained mental health professionals and the first line treatment approach is the prescription of antidepressants.

The PREKURE Mental Wellbeing programme was created out of a sense of frustration about the *lack of prevention-focused programmes* to help support people to bolster their mental health toolbox, enhancing resilience through behavioural tools and lifestyle medicine.

“

I am loving the course - being inspired and challenged all at once. Really enjoying the format too. I find I am not only learning about but living a much more balanced lifestyle making for a true holistic experience and one I feel compelled to share. Really grateful to be a part of the PREKURE 'team' :)"

~ Mental Wellbeing Participant

PREKURE's Mental Wellbeing Programme helps individuals realise that the state of their mental wellbeing is in their control and provides them with the tools and support to navigate the inevitable ebbs and flows that come with being human.

PREKURE & Pasifika Medical Association Partnership

Pacific peoples want to live longer and healthier lives and PREKURE's tailored **workforce development** training is about achieving these goals. PREKURE and Pasifika Medical Association (PMA) have enjoyed a collaborative partnership since 2021, training Health and Mental Health Coaches. Through this co-designed, **innovative training** Pacific ways of knowing, doing and being are embedded throughout the programmes.

The training is rigorous and challenging but ultimately achievable by all. Together, we combine Talenoa with the latest evidence and best practice to enable, improve and strengthen the positive impact for Pacific aiga wellbeing and prosperity.

Since beginning our partnership in 2021, the inaugural cohorts of Health Coaching and Mental Health Coaching students graduated with the second cohort of students currently enrolled in their programmes of study.

Together, through a true partnership with Pasifika Medical Association, we have begun the development of a new health and mental health workforce. A workforce that is skilled in health coaching and an integrated model of care for Pacific aiga.



PASIFIKA
MEDICAL ASSOCIATION
GROUP

This model will meet Pacific aiga where they are at, and walk alongside them to realise and **achieve their goals**. Specifically, the results of this training for the newly trained health and mental health workforce include:

- being armed with **practical tools to help support** people and families who are struggling with mild-to-moderate mental health issues.
- families becoming active, eating healthy, and engaging and enrolling in primary health care.
- health and wellbeing improvements in the learners themselves and their families.
- health literacy and educational improvements in lifestyle medicine.



Health Coaching can make our pacific people visible again. It addresses the question going forward that we continue to work on: How do we share our maps?

~ PMA Student

| Leina's Story (PMA student 2021)

"I've always been that reserved person and I tend to default to that. The training has definitely helped me with that. Knowing that I can be free and just talk about anything and not hold back. If I do make a mistake or say something that's not exactly the right answer, there's definitely safety. That was a big thing for me. And, you guys gifted that to us from the get go.

The training was a blessing, the way you and your team have allowed us to incorporate our cultural elements. That was something that I was so thankful that you guys covered. You guys allowed us to share our own view on the practice. From other training that we have attended, it was very much, "this is how it's supposed to be." But, how you and your team did it was like, "this is what we're offering you guys. At the end of the day, it's up to you how you apply these skills, but don't lose yourself as a practitioner in it." For me that was a big takeaway from the whole thing. I could still be myself whilst taking on what I was learning.

I'm so excited about the tools I've learned. The way you guys have taught us is like, "go see your families, speak with them, find out where they're at, and then use the tools to support them but also remember that it's their journey. And, then just weave yourself in as the practitioner." This is what PREKURE is doing. This is what I know and understand. What's the best way to give this to the families that I'm working with?

My confidence has improved so much. Such a big change. Before this programme I would go in and I had all the answers. My mindset was, "I've got to help them, I've got to fix them." But, the journey that I took with you guys is that, if I can be confident and not worry about making mistakes within the group, then I can do the same with the families that I work with. I'm hopeful that the PMA group will continue this program for all our other Pasifika practitioners."

PREKURE & Kahurangi Executive & MahiTahi Partnerships

PREKURE partners with Kahurangi Executive and MahiTahi Hauora to deliver Hauora Whakaako (The Health Coach Approach) training programmes. These are new partnerships that PREKURE hopes to foster and grow in the years to come, **allowing us to walk alongside** and train more whanau in Hauora Whakaako.

This programme empowers students to apply practical ways to deliver hauora (health and wellbeing) services to Māori and using **culturally appropriate coaching frameworks**, and supporting whānau to refit their waka tinana (vessel of the physical form), going on a journey of self-discovery and healing.

PREKURE & ProCare Partnership

We know (and the increasingly illustrates) that T2D is an important issue in communities across Aotearoa especially in South Auckland among Māori whānau and Pacific aiga. It is important now, more than ever before, to **empower Māori whānau and Pacific aiga to take control** of their hauora and this partnership programme allowed this to happen. By combining hauora whakaako (a health coach approach) and lifestyle medicine in the context of a supportive healthcare practice, participants were empowered with the knowledge and skills to better manage (and in some instances) reverse their T2D.

The PREKURE-ProCare Beating Diabetes Together pilot programme saw 118 patients and their whānau exposed to a new approach to managing T2D. It has illustrated **promising results in the management and reversal of T2D** in a primary care setting in South Auckland, particularly for Māori whānau and Pacific aiga.

The primary aim of this programme was improved management and where possible reversal of T2D. This pilot provided an opportunity to pilot a different approach to empower participants to take control of their health.

The intention to treat analysis (everyone who enrolled) showed changes in HbA1C (-9.2 mmol/L \mp 12.86, $p = 0.0019$), weight (-3.1 kg \mp 3.33, $p=0.4906$), waist circumference (-6 cm \mp 4.92, $p = 0.1640$), BMI (-1.2 \mp 1.35, $p = 0.4536$) and systolic blood pressure (-9.1 mmHg \mp 17.62, $p = 0.0007$). The data indicates clinically and statistically significant changes in HbA1c and systolic blood pressure and clinically significant changes in weight, waist circumference and BMI. There were several notable outliers who experienced outstanding results during the programme.

Table 4. HbA1c changes

Mean change in HbA1c for all data (intention to treat)	9.2 (\mp 12.86)
At least 3 mmol/L change in HbA1c	53
3 mmol/L change in HbA1c of those who attended ≥ 2 Health Coaching sessions	32
Mean change in HbA1c of those who attended ≥ 2 Health Coaching sessions (per protocol analysis)	-11.11 (\mp 7.85)
Experienced a reduction in HbA1c	67

Standard deviations indicated in brackets

| Type 2 Diabetes Reversals

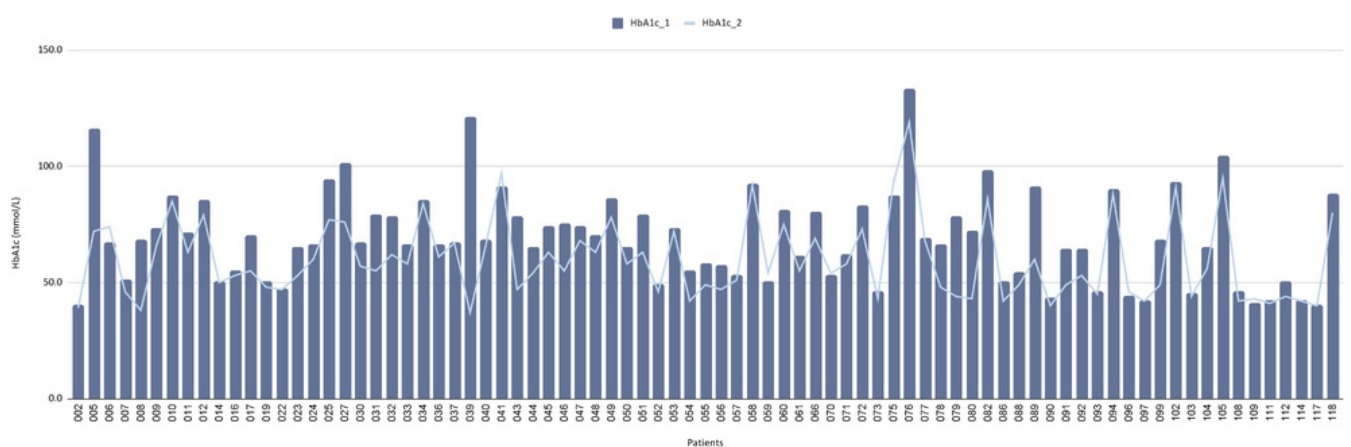
Across the pilot programme, there were two full reversals of type 2 diabetes (see the accompanying data tables at the end of this report). P008 in cohort 1 experienced a 30 mmol/L change in HbA1c (68-38 mmol/L) and P039 in cohort 2 (Pacific) experienced an 84 mmol/L change in HbA1c (121-37 mmol/L). These exceptional reversals occurred across a 12-week programme. We know from the Healthier Lives Report that the cost of someone diagnosed with type 2 diabetes ranges from \$44k for someone diagnosed at 75 years to \$565k for someone diagnosed at 25 years. P008 was in their 50's while P039 was in their 60's, so we can crudely estimate the economic impact of this reversal is somewhere in the middle of this range.

Table 4. Illustrates an overview of the changes in HbA1c experienced across the 12-week programme by participants. There were n=80 participants for whom we had pre and post-programme data, of these participants n=46 attended at least two health coaching sessions. The data illustrates that clinically meaningful changes in HbA1c and type 2 diabetes management are possible with appropriate lifestyle support and dietary modifications (namely the reduction of ultra-processed foods and refined carbohydrates). The PREKURE strategy which combines technically able and culturally competent health coaches and appropriate lifestyle changes, has proven successful in the UK and US with massive health and economic savings. There is no reason why this dietary approach cannot be culturally contextualised and used as a therapeutic tool alongside the expert knowledge of GPs, nurses and PREKURE trained Health Coaches to achieve superior patient outcomes.

Figure 3. Intention to treat analysis: Changes in HbA1c at an individual participant level

This figure illustrates changes in HbA1c for all participants, including those that did not attend at least two health coaching sessions (n=80). As above, those with normal HbA1c have been excluded from this analysis.

Figure 3.



“Before this, I was neglectful and ignorant about my health. Now I feel empowered to take control of my health. I also feel empowered to be more collaborative so I feel like I’m participating in my health when I see my GP not just being told what to do.

- Beating Diabetes Together Pilot participant (Pacific male)

Collectively, the data is promising and suggest that programmes that incorporate culturally competent health coaches alongside a high-quality diet can positively impact clinical measures of diabetes management and in some cases reverse type 2 diabetes. Long-term programmes in the UK and US illustrate the possibility for what we can achieve in Aotearoa.

Clinically and statistically significant changes were reported for HbA1c and systolic blood pressure*. The burden of these conditions alone (both personally for individuals and economically for the healthcare system) are exorbitant. This pilot programme offers a fresh new approach that is cost-effective and produces results beyond those experienced by individuals on standard care plans.

| Key Themes

IMPROVEMENTS IN HAUORA

Improved energy, confidence, sleep and generally feeling better were comments repeated frequently by all cohorts, as well as the notable body changes. The final cohort in particular focused on positive psychological impacts of the programme and feeling empowered to make better choices. Although all cohorts commented on how many positive comments they were receiving about how they look, they noted that the most important change was how they felt and their health improvements.

IMPROVEMENTS IN HEALTH & NUTRITION LITERACY

Many comments about not realising the effect of carbohydrates on their blood sugar and insulin levels. These participants reported a gap in nutrition education when they were diagnosed, and whilst living, with type 2 diabetes.

FEELING SUPPORTED & EMPOWERED TO TAKE OWNERSHIP OF THEIR HEALTH

A number of participants reported that this was the first time they felt empowered to take control of their own health.

IMPORTANCE OF GROUP CONNECTION & COMMUNITY SUPPORT

All cohorts reflected positively on the power of group connection. Participants reported that because you're not on your own trying to make changes and the accountability that came from the group was really impactful and in many instances kept them going when it became challenging.

THE CHANGES FELT SUSTAINABLE & 'EASY'

Many participants said the changes were easy once you got your head around them, easy to sustain day-to-day and that lots of easy small changes made a big difference. They also said you feel fuller easier when you're eating the right stuff and feel like their stomachs have shrunk. Participants also noted that taste and preferences changed, "re-education of your palate."

HAUORA WHAKAAKO (A HEALTH COACH APPROACH) - THE RECIPE FOR SUCCESS

When asked what made the programme such a success, the final cohort said "the combination of a good coach and group connection".



Our social impact

Reducing the burden of chronic lifestyle disease in Australasia



4

\$1,286,802

12,998 Free Behaviour Change programmes given

Increasing wellbeing and health literacy in our communities



150+ Attendees

At the 'Future of Medicine' Conference in 2022 to shift the narrative in healthcare to a focus on lifestyle and prevention on a nationwide scale.

5

Case Studies & Stories of Change

Changing lives. Our students, graduates, and program participants tell it best.

“ This course has changed my life in many ways, as an adult learner. I have learnt so much more about myself and that I am strong and confident to achieve anything I put my mind to. A love of learning that will continue for a very long time. - Marise, Health Coach Graduate

“ I think it maybe one of the best things I have done for myself ever. - Janet, Health Coach Graduate

“ I was first diagnosed at 40, the diabetes material back then pretty much said to give up smoking, drinking, sugar and start exercising. It was horrible! It left me with nothing I enjoyed. There was nothing about low carb, nothing about fasting. There is so much more information now. So much more choice. There was also no support back then. You have one 2-hour class and that was it, no follow-up, nothing! Now there is PREKURE and you're with other people all going through it with you. It is great! - Beating Diabetes Together Pilot participant

“ “I guess the difference now is that I'm well equipped. I have the tools. The core elements of science and the evidence of preventative and lifestyle medicine. That's what PREKURE is. Now I have the tools to help somebody make a shift and change their life forever. And, those tools work. Because they definitely worked on me. So for me, after doing the PREKURE Health Coaching training, it's given me the principles to live a life that is positive with less stress and greater levels of happiness.” - Anna, Pasifika Medical Association Health Coach Graduate

“ I have seen amazing results which has encouraged me to adopt this lifestyle ongoing. The weekly support and encouragement was what I needed to continue on days I felt down. Thank you PREKURE :) - Satila, Diabetes Program Participant

“ It's life changing. Not only am I well on my way to becoming a certified health coach but the personal growth journey has been insane. It blows my mind that in 6 months time a course can have such a massive impact in the best of ways. Thankyou so much! Recommending to everyone! - Rebekah, Health Coach Student

“ This has been the most valuable learning that I have done in a very long time. - Helen, Pharmacist & Nutrition Graduate

“ This study was by far the most interesting and relevant that I've ever undertaken. All content has been current, evidence-based, and delivered in an easy to follow format by presenters who are highly knowledgeable, very much interested and engaged in all they teach about... I didn't want it to come to an end! I love the PREKURE philosophy. It's a beacon of hope for turning around the awful burden of chronic disease that really isn't being addressed in any other effective way. - Penny, Nurse and Nutrition Graduate

“ To me the PREKURE philosophy is something all New Zealanders should be aware of. The teaching and learning is second to none! - Ange, Health Coach Graduate

“ I believe that the mental health tools taught on the PREKURE labs can make a real difference to the quality of peoples lives. Being able to navigate our current hyper-connected and fast-past world requires a great degree of mental flexibility and self-awareness. This course has changed my outlook completely. - Sonya, Nurse & Mental Health Graduate

“ I was first diagnosed at 40, the diabetes material back then pretty much said to give up smoking, drinking, sugar and start exercising. It was horrible! It left me with nothing I enjoyed. There was nothing about low carb, nothing about fasting. There is so much more information now. So much more choice. There was also no support back then. You have one 2-hour class and that was it, no follow-up, nothing! Now there is PREKURE and you're with other people all going through it with you. It is great! - Beating Diabetes Together Pilot participant

| Anna's Story

"I just came in and I kind of just left everything that I learnt and knew at the door. I thought, what better way than to leave everything that you've studied, everything that you've been taught growing up and all your life experiences at the door. Just to allow yourself to relearn and learn new things. So that's exactly what I did. And man, it **blew my mind** just to be there that day, to hear everything and all the conversations, the Talanoa. It actually shifted my mentality. It really **shifted my heart's passion** in terms of how I relate to people. What Health Coaching really is, and not what I thought it was before I walked into that place. So, yeah, it was a game-changer for me.

My mindset has changed now. I guess the difference now is that I'm well-equipped. I have the tools. The core elements of science and the evidence of preventative and lifestyle medicine. Now I have the tools to help somebody make a shift and change their lives forever. And, those tools work. Because they definitely worked on me. I think the most important thing in becoming a Health Coach is you have to be able to use those tools on yourself and see if it works. I applied it to my life. I also applied it to my family.

So for me, after doing the PREKURE Health Coaching training, it's given me the principles to live a life that is positive with less stress and greater levels of happiness. I think that was the core of the training, the Talanoa sessions. Because for us Pasifika, it's where we can converse. It's where you can really pour your heart out and have those hard conversations.

It's about family. It's **about having a safe space** to be able to just share your thoughts and opinions. You weren't going to get jumped on if you were wrong or if what you said wasn't the right thing. For me, having those Talanoa sessions was really important."

CHALLENGES & FUTURE PLANS

Through our journey at PREKURE, we've gleaned vital insights into the health sector, particularly in our endeavour to transition health perspectives towards prevention and lifestyle change.



Operating outside the traditional acute-care-focused healthcare system, we've tackled various challenges, yet have managed to effectively address lifestyle-related chronic conditions such as diabetes, and poor mental health.

As we move forward, we've devised strategies to address these challenges, facilitating a more significant social impact. One of our immediate future plans is the PREKURE Health Coach Program Scholarship, designed to assist individuals experiencing financial hardships who are passionate about contributing to their communities' health and wellbeing.

We also aim to boost our marketing strategies to better narrate our story, celebrate our graduates' accomplishments, and inspire hope. In terms of operational improvements, we're working towards upgrading our IT infrastructure to deliver online content and classes more efficiently and access our content seamlessly.

We remain steadfast in our commitment to promoting health through lifestyle changes and prevention, learning from our challenges, and building on our successes. We are confident that these strategies will elevate our social impact and foster better health outcomes for individuals and communities.

The change-makers championing the shift to prevention before cure



| FACULTY



Professor Grant Schofield

A distinguished expert in human potential and performance. As the Co-Director of the Centre for Human Potential at Auckland University of Technology and former Chief Scientific Adviser to New Zealand's Ministry of Education, he has been a strong and proactive influencer in the area of health and wellbeing. A prolific author, Grant has penned four best-selling books, and in his role as Chief Science Officer at PREKURE, he spearheads cutting-edge research and innovation in preventive healthcare, demonstrating his multi fluency across disciplines. A tenacious challenger and change-maker, Prof Schofield's unwavering dedication to unlocking human potential continues to inspire and transform both academia and healthcare.



Dr. Louise Schofield

A passionate public health expert with a 15-year track record in the corporate wellbeing sector, is dedicated to revolutionising healthcare by emphasising prevention over cure. Holding a PhD in Public Health, Louise excels at designing impactful behavior change programs that deliver results. As a co-founder of PREKURE and an accomplished entrepreneur, she is an innovative force driving change in the health and medical world.



Sonya English

PREKURE Lead Health Coach | Highly experienced critical care nurse with a Masters of Health Practice.



Ulrika Celsing

PREKURE Lead Health Coach | PREKURE Certified Health Coach with 15 years experience in international leadership.



Dr Brad Hulcombe

PREKURE Lead Health Coach | Experienced GP based in NSW. Fellow of the Royal NZ College of Urgent Care.

The change-makers championing the shift to prevention before cure



Erik van den Top

PREKURE Lead Health Coach | Leadership and health coach, functional wellness specialist, lifestyle medicine researcher and entrepreneur.



Dr Lily Fraser

PREKURE Science Faculty | GP and Clinical Director at Turuki Healthcare with a passion for low-carb nutrition.



Dr Glen Davies

PREKURE Science Faculty | GP specialising in type 2 diabetes. NZ General Practitioner of the Year 2021.



Associate Prof Caryn Zinn, PhD

PREKURE Science Faculty | Registered Dietitian and AUT Associate Professor. Co-author of four best-selling books.



Prof Julia Rucklidge, PhD

PREKURE Science Faculty | Prof Clinical Psychology, mental health and nutrition researcher, co-author The Better Brain, TEDx and edX speaker.



Sophia Dawson

PREKURE Science Faculty | Registered Psychologist with specialist expertise in holistic wellbeing and ACT behavioural therapy.



Dr Ed Timings

PREKURE Faculty | Chiropractor with 30 years of experience in the health field. Ed brings a dynamic approach to stress that utilises specific knowledge and inspired living.



Dr Catherine Crofts, PhD

PREKURE Science Faculty | Clinical Pharmacist and AUT Senior Lecturer with a PhD in the early diagnosis of metabolic disease and experience in the de-prescribing of medications.



Dr Desiree Dickerson, PhD

PREKURE Science Faculty | Neuroscientist and Clinical Psychologist with a PhD in the neuro-development of mental health disorders.

The change-makers championing the shift to prevention before cure



Ree George
PREKURE Assistant Coach |
Certified Health Coach
specialising in Mental Fitness
and Addictive Behaviours.



Kent Johns
PREKURE Assistant Coach |
Certified Health Coach
specialising in health and
mental wellbeing.



Angela Byelich
PREKURE Assistant Coach |
Certified Health Coach
specialising in mental
wellness.



Jared Canons
PREKURE Assistant Coach |
Certified Health Coach
working Dr Lily Fraser to help
people reverse their type 2
diabetes.



Kirsten Rose
PREKURE Assistant Coach |
Certified Health Coach and a
physiotherapist with
extensive experience in
women's health.



Amanda Balcombe
PREKURE Assistant Coach |
Certified Health Coach with a
special interest in burnout
prevention and mental
wellbeing.



Maja Paterson
PREKURE Assistant Coach |
Certified Health Coach and
registered midwife,
specialising in fertility.

The change-makers championing the shift to prevention before cure



| OUR TEAM



Stephanie Moran
PREKURE IT Systems Lead



Kayla Lenferna De La Motte
Research & Development
Project Lead



Becs Campton
Marketing Lead



Yasmine McCarthy
Customer Success Specialist



Sheryl Dickerson
Health & Career Coach



Megan Doody
Health & Career Coach



Cola Larcombe
Health & Career Coach



Antonia Scott
Content & Comms Executive



Blake Lough
Advisor



Donna Maxwell
Advisor

APPENDICES

| Organisational Structure and Governance

At PREKURE, we have an effective governance structure that promotes accountability and transparency and ensures our operations run smoothly. The Board of Directors is presided over by our Chairperson, Bennett Medary, with Blake Lough and Jodi Mitchell serving as non-executive directors. Professor Grant Schofield and Dr Louise Schofield are Executive Board members.

The Board is responsible for setting PREKURE's strategic direction and supporting Dr Louise Schofield, CEO. The Research and Development team is headed by Chief Science Officer Professor Grant Schofield; IT and Systems come under the leadership of co-founder Stephanie Moran; Revenue generation is overseen by Rebecca Campton, and Student Support and Operations is managed by Kayla Lenferna De La Motte.

We have 7.5 full-time equivalents (FTEs) and 23 faculty members on board.

| Stakeholder Engagement

We place significant emphasis on active stakeholder engagement. Our stakeholders include students, graduates, key partners such as nib, AIA, ProCare, Pasifika Medical Association, Kahurangi Executive and MahTahi Hauora, as well as Health Coaching professional bodies such as HCANZA, UKIHCA, and Health Alliance. We maintain a steady line of communication through newsletters, social media, and our website. We strongly believe in collaboration and regularly engage with our stakeholders to create new programmes, forge partnerships, and advocate for policy changes.

We're dedicated to transparency and regularly share our social impact reports with stakeholders to keep them updated on the progress we're making.

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