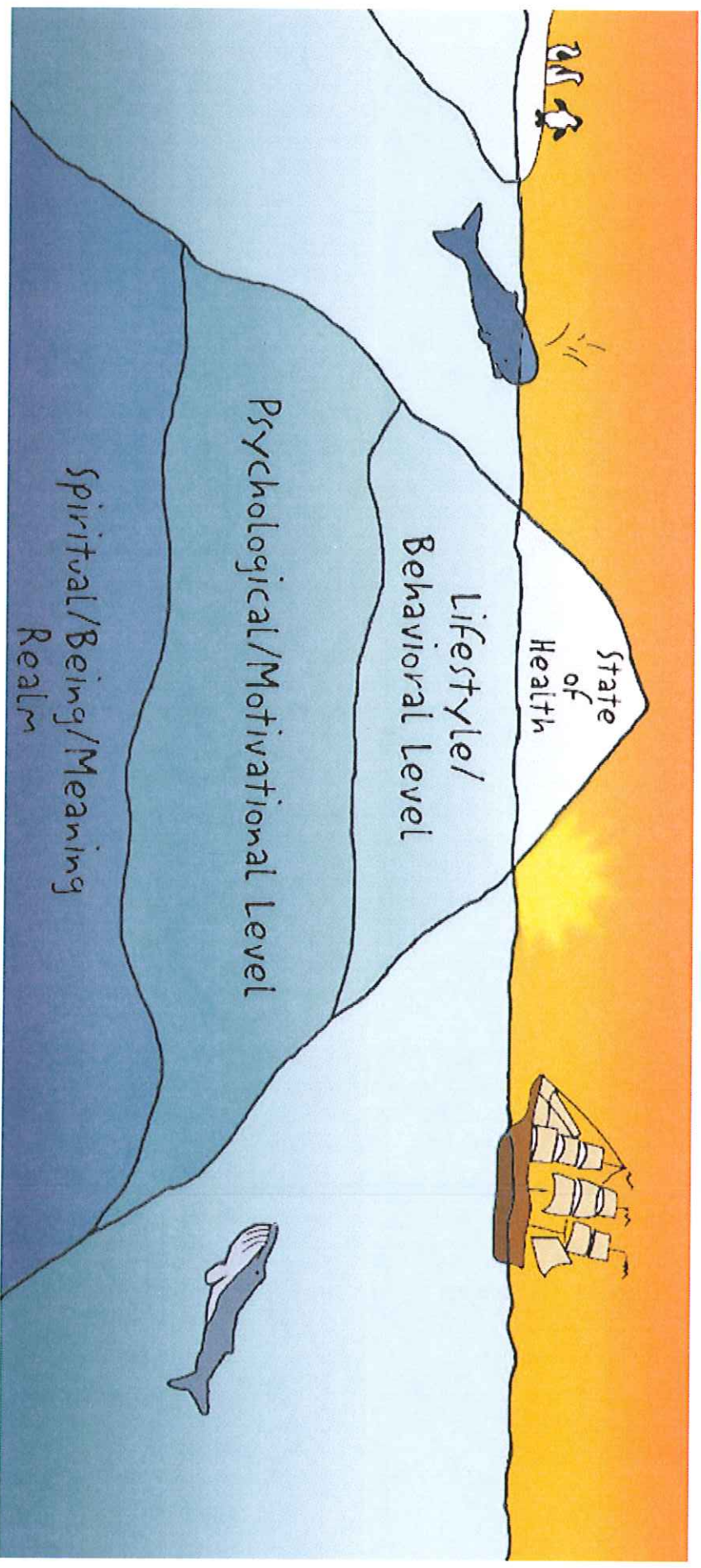


# The Iceberg Model of Health



# Illness-Wellness Continuum

**Key Concept #1:** Wellness is a process, never a static state.

This model shows the relationship of the Wellness and Treatment Paradigms.

Moving from the center to the left shows a progressively worsening state of health.

Moving to the right of center indicates increasing levels of health and well-being.

The Treatment Paradigm can only take you to the neutral point, where the symptoms of disease have been alleviated. The Wellness Paradigm, utilized at any point on the continuum, moves one towards ever higher levels of wellbeing. Created by wellness pioneer John, W. Travis, MD, MPH in 1972, this model can be seen as a forerunner of the coaching model.

