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## Senior Breastfeeding Communication Specialist for WIC Peer Counselors

### Motivational Interview for Health Care Providers- Client Centered Services

Using communication techniques that promote respect and autonomy can greatly increase the ability for different types of people to find commonality. Motivational Interviewing is a communication style that allows each client to reveal their unique situation and have the health care provider respond in a way that is genuine and tailored to that particular mother and baby. Everyone wants to be understood. Avoiding common mistakes such as making false assumptions is avoided when we allow each client to tell their story in their own way.

1. The learner will be able to identify three areas where communication commonly breaks down.
2. The learner will be able to define what Motivational Interviewing is and the tools that are central to MI.
3. The learner will be able to utilize two of the four elements of Motivational Interviewing and explain how they relate to lactation help.

- Introduction to Motivational Interviewing- The foundation of Client Centered Services
  - Communication breaks down when:
    - There is not sufficient time allowed to establish good rapport between two people
    - The health care provider has a specific agenda which does not match the client's agenda
    - The health care provider asks too many closed questions
  - Definition of Motivational Interviewing: a collaborative, person-centered guiding method to elicit and strengthen motivation for behavior change.
  - Spirit is most important
    - Motivational Interviewing spirit contains:
      - Compassion
      - Partnership
      - Acceptance
      - Evocation
      - Respect
    - Compassion
      - Genuine interest in the woman's experience and perspectives
      - Non-judgmental--involves a willingness to suspend authoritative role
    - Partnership
      - Collaborative, not prescriptive
      - MI is done "for" and "with" a person not "to" or "on".
      - Active collaboration
      - Dancing vs. Wrestling

- Acceptance- Strength focused premise. People are the experts on themselves--no one knows more about them than they do. There is a deep well of wisdom and experience within the person that you can draw out using MI
  - Affirmation
  - Accuracy Empathy
  - Autonomy
  - Absolute worth
- Evocation
  - Using our Motivational Interviewing tools
  - Genuinely wanted to understand someone
- Respect
  - Respectful of her autonomy
  - Focus on capacity
- Problems with convincing someone they need to change
  - If you argue for one side, the person will likely defend the other
  - As a person defends the status quo, the likelihood of change decreases
  - Resist taking up the good side of ambivalence
  - When a person feels accepted for who they are and what they do--no matter how unhealthy--it allows them the freedom to consider change rather than needing to defend against it.
- Exercise: How can you use the MI spirit in your work?

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- Elements of Motivational Interviewing
  - OARS
    - O- Open ended questions
    - A- Affirmations
    - R- Reflections
    - S- Summary- Do not have time to go into this piece!
  - O- Open ended questions- Examples and practice
    - A question that cannot be answered in a few words.
    - You are asking them to tell a little story. "Describe to me how feeding is going." If they answer "fine". You can ask, "What does it look like for you?" or "Please, tell me more about that."
    - You want them to provide details and be the one doing most of the talking.

- A- Affirmations- Examples and practice
  - An affirmation is a gift you are giving them!
  - The more detail and precise you are with the affirmation, the more it shows you are really seeing them and care
  - Parents often feel unseen after the baby is born
  - Make it sincere
- R- Reflections
  - Key to motivational enhancement—more effective than questions, but more challenging
  - Validating—lets client know you've heard them
  - Reflections have the effect of encouraging the other person to elaborate, amplify, confirm or correct
  - When used correctly
    - The person usually continues talking
    - Results in direct feedback about accuracy from the person
  - A statement and not a question—a matter of inflection
  - Reflective statements evoke less resistance than questions
  - No penalty for missing! You only need to get the bat on the ball. Reflections don't have to be perfect!
  - In general, a reflection should not be longer than the student's statement
  - Reflections provide more information and better understanding than questions
  - Types of reflections
    - Simple: Repeat content in same or different words
    - Complex:
      - Feeling
      - Meaning
- Summaries
  - Every 2-4 points, put what they have said in a summary reflection
  - Let's us check in that we are understanding their main points and we haven't missed anything
  - Like picking a bunch of wildflowers and offering them to the client as a bouquet
- What do you do in your work now that helps your clients move toward behavior change?
- What do you do in you work now that does not help clients move toward behavior change?
  - Traditional examples of how we communicate
  - Motivational Interviewing example of how we can communicate
- Listening for opportunities
  - Focus on when the person's has dissonance between their beliefs and their behavior- This makes them sit up and take notice "You say you are doing well with formula feeding and you are also worried about the baby's tummy being sick a lot."

- Parents may believe they know everything there is to know about breast/chestfeeding or infant feeding
  - Once you have identified a dissonance between what the parent needs and what they are doing, help them find solutions
- Rolling with resistance
  - Problems with convincing someone they need to change
  - If you argue for one side, the person will likely defend the other
  - As a person defends the status quo, the likelihood of change decreases
  - Resist taking up the good side of ambivalence
  - When a person feels accepted for who they are and what they do--no matter how unhealthy--it allows them the freedom to consider change rather than needing to defend against it.
- We are afraid to change
  - It will shake things up
  - It may cause more work
  - I am comfortable doing it this way
  - The ultimate barrier: Because if I change, it says that what I have been doing was wrong! No one likes to be wrong!
    - Anxiety rises
    - Motivation falls
    - Priorities get confused
    - Old weaknesses and patterns emerge
  - Confidence ruler
- Why we have to make it safe!
  - Respect and affirmation
- Sharing information
  - Always ask them to share their ideas first!
  - Always ask for permission to share your ideas
  - Do not make them lost face- They will stop listening to you
  - Needs Relevancy
    - Show them how the information you are sharing will directly benefit them
  - Difference between supplying information VS advice and prescriptions
  - Give them a variety of options, not just one choice
  - Some parents have found...
- Collaborating to make an action plan
  - Balance suggestions with their abilities and realities of their life
  - What do they want to try?
  - Is there danger to themselves or the baby?
  - What is their confidence level?
- Practice exercise
- What do you think will be most useful for you using MI?

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- What do you think will be most challenging?

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- Remember, Motivational Interviewing is the foundation of Client Centered Services!