

2023 Summer Webinar Series:
Exploring the “Why” to Generate Lasting Behavior Change

Using Motivational Interviewing Techniques to Assist the Client/Patient in Uncovering Intrinsic Motivation

Amy Cosimano, EdD, RN, DipACLM, NBC-HWC

Assistant Professor

Integrative Health and Wellness

Department of Family and Community Medicine

School of Medicine

June 27, 2023

2023 Summer Webinar Series: Exploring the “Why” to Generate Lasting Behavior Change

- June 6, 2023
 - Helping Clients Explore and Articulate Values, Sense of Meaning, and Purpose
 - Tom Lenz, PharmD, FACLM
- June 13, 2023
 - The Coach Approach: The Vital Role of Accountability & Self-Monitoring in Behavior Change
 - Vicki Bautista, Ed.D., NBC-HWC
- June 20, 2023
 - Connecting the Client to their Perspective
 - Jessica Guerrero, M.S., RN, NBC-HWC
- June 27, 2023
 - Using Motivational Interviewing Techniques to Assist the Client in Uncovering Their Intrinsic Motivation
 - Amy Cosimano Ed.D., RN, DipACLM, NBC-HWC

Disclosure

I have no conflicts or financial interests to disclose.

Objectives

At the end of this session, participants will be able to:

1. Summarize basic motivational interviewing (MI) concepts with regards to uncovering intrinsic motivation.
2. Determine individualized MI strategies to utilize when guiding clients/patients through the process of discovering the intrinsic motivation behind their personal goals and desire for behavior change.
3. Appraise a tool to use with clients that may assist in the process of identifying their intrinsic motivation.

Share in Chat

What tips and tricks do you employ to assist someone to fully articulate their intrinsic motivation for behavior change?

Opening Thoughts

- Behavior change is hard!
- Most think they know what their motivation is...
- Many have not identified the true intrinsic motivation behind their desire to change their behavior
- Health professionals can guide their clients/patients through the process of uncovering their intrinsic motivation
- Motivational Interviewing (MI) principles provide the perfect foundation to mobilize motivation

Motivation

- Motivation is a mental process that connects a thought or a feeling with an action (Jonas & Phillips, 2009).
- Motivation is the force that causes us to act on our desires or fears. It's what inspires and energizes our behavior to advance towards our goals, even when internal or external influences get in the way (BetterUp, 2023).

What Stage of Change?



PRECONTEMPLATION

Build awareness for my need to change

CONTEMPLATION

Increase my pros for change
and decrease my cons

PREPARATION

Commit and plan

ACTION

Implement and revise my plan

MAINTENANCE

Integrate change into my lifestyle

Self-Determination Theory (of Human Motivation)

- "...a client's ability to reach his or her highest level of motivation, engagement, performance, persistence, and creativity" (Devi & Ryan, 1985 as cited in Moore, et al, 2016).
- Three primary psychological needs:
 - Autonomy
 - Competence
 - Relatedness

Self-Determination Theory (of Human Motivation)

- Three dimensions of the social environment can foster autonomy, competence, & relatedness:
 - Structure
 - Autonomy support
 - Involvement

Motivational Interviewing (MI)

- First introduced in early 1980's as an intervention for problem drinking
- 1990's-tested with other health problems (mostly of chronic nature) in which motivation is a common issue
- "MI works by activating patient's (*clients*) own motivation for change and adherence to treatment" (Rollnick, et al., 2008, p.5).

“Spirit” of MI

Collaborative

Evocative

Encourage Autonomy

Guiding Principles of MI

R-U-L-E

- **R**esisting the righting reflex
- **U**nderstand your client/patient's motivation
- **L**isten to your client/patient
- **E**mpower your client/patient

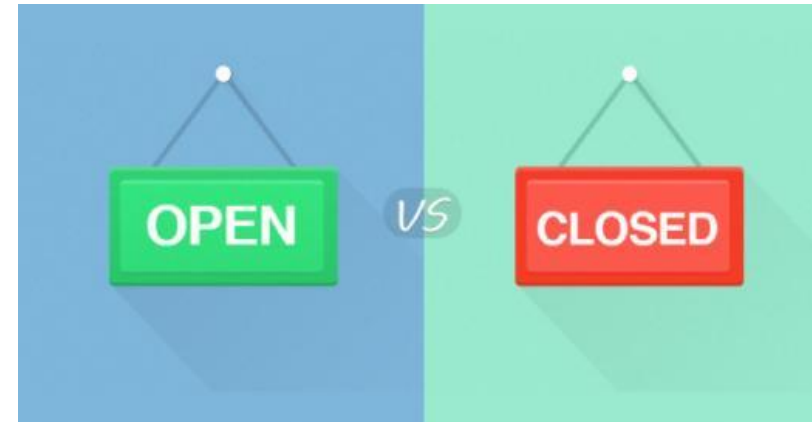
R-U-L-E Understanding Your Client's Motivation

- **Communication *Styles***
 - Following
 - Directing
 - *Guiding
- **Communication *Skills***
 - *Asking
 - Informing
 - *Listening



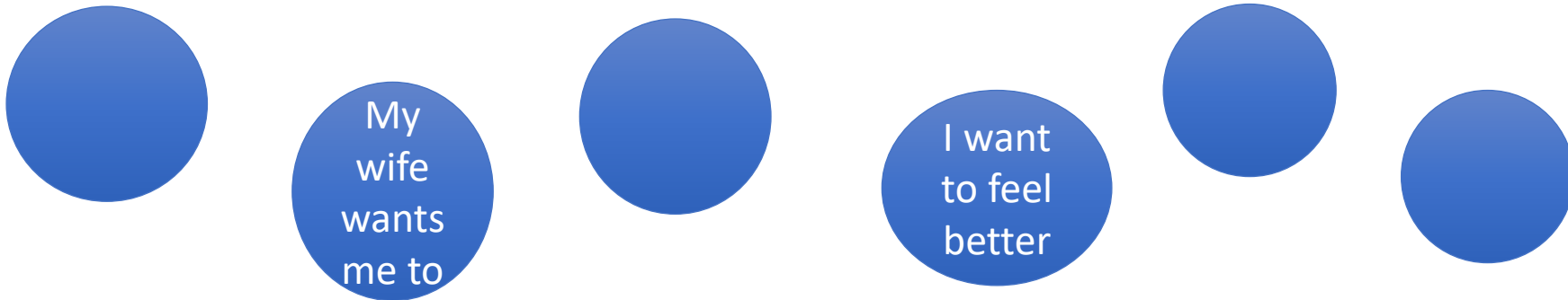
R-U-L-E Listening to Your Client

- **O-A-R-S**
 - **O**pen-ended questions
 - **A**ffirmations
 - **R**eflective listening
 - **S**ummaries



Exploring Motivation Tool

- **Ask permission** *“Would it be alright if we talked more about the reasons you want to improve your health and wellbeing?”*
- **Explore motivation** *“Tell me about the “why(s)” or reasons behind your desire to [insert desired behavior change].”*
 - Use circles below for client/patient to brainstorm thoughts
 - Add motivators to the blank circles below if needed. Cross out irrelevant items if indicated.



Mobilizing Motivation Tool

- **Negotiate the discussion** *“Below (or above) are the things you mentioned as well as other common things people give for wanting to improve their health. I’m wondering if you would be interested in exploring one of these areas. Or perhaps there is something else that hasn’t been mentioned that you consider essential to your health.”*
- Explore the motivators-*Tell me more about that. What made you select that? What are your thoughts about it?*

Summary

- Stages of Change (TTM)
- Self-Determination Theory
- Motivational Interviewing
 - Understanding motivation
 - Listening
- Mobilizing Motivation Tool

Interested in Learning More?

Integrative Health and Wellness, Master of Science (36 credits)

- Health and Wellness Coaching (NBHWC Approved Program) Concentration
- Healthy Aging Concentration

<https://www.creighton.edu/academics/programs/integrative-health-ms>

Lifestyle Medicine, Graduate Certificate (15 credits)

Continuing Education

<https://www.creighton.edu/continuing-professional/continuing-education/health-and-wellness-coaching>

Follow us...

- Twitter @CreightonWB
- Facebook @ Creighton Center for Health Promotion Well-Being

Email amycosimano@creighton.edu

Questions & Comments